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**a supplement to**

**International  
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**Sell  
U.S.  
Goods  
in**

**SWITZERLAND**



A SUPPLEMENT TO

# ***International Commerce***

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Report  
of the  
1963  
Trade Mission  
to  
Switzerland

A U. S. DEPARTMENT OF COMMERCE PUBLICATION



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# Members of U.S. Consumer Goods Mission to Switzerland



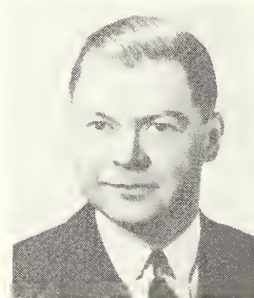
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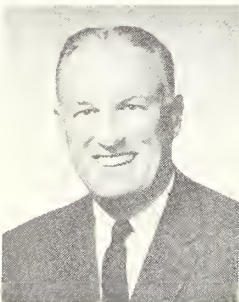
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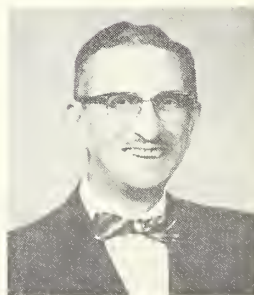
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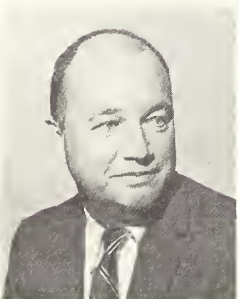
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# Swiss living standard, expanding domestic economy hold promise for U.S. consumer goods sales

**Two separate markets to be explored: Wants of selective Swiss-born customer and those of foreign worker with lower earning power, more modest requirements**

By WALTER BUCHDAHL

Switzerland, the country with the highest standard of living in Western Europe and a per capita gross national product of almost \$2,000 as compared to \$3,000 in the United States, holds promise for greater sales of U.S. consumer goods if U.S. exporters make determined efforts to capture part of this market.

This appraisal, by the Commerce Department's Consumer Goods Trade Mission just back from the land of the Alps, is based primarily on two major features in the economic structure of the country: A relatively high standard of living and a rapidly expanding domestic economy. In addition, the presence of about 800,000 foreign workers provide an active, if limited, market for lower priced goods.

U.S. consumer goods exports to Switzerland have in the past represented only a minor percentage of total U.S. exports to that country. The majority were in producers' goods, such as machinery and aircraft, and in agricultural commodities such as grains, cotton, and tobacco.

Trade Mission efforts were therefore directed mainly toward finding how to expand the comparatively small share of the United States in the domestic market for consumer goods, although frequently other commodities were discussed with interested Swiss firms or agencies and appear to have good prospects.

It should be possible in the next 2 or 3 years to boost U.S. exports of consumer goods to Switzerland by 25 to 30% over present levels, provided U.S. exporters research that market diligently and sell it vigorously and flexibly along lines indicated by individual commodity specialists

of the Mission. This estimate presupposes no sudden downturn in the Swiss economy.

## Two separate markets

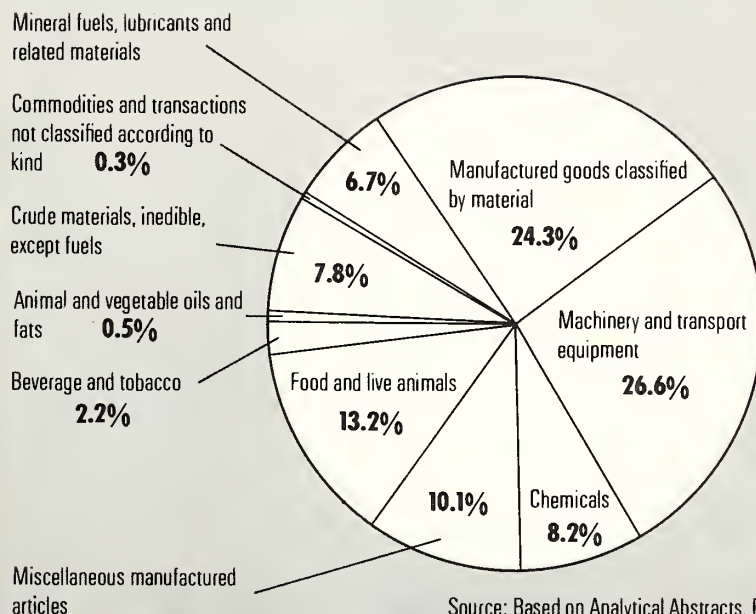
One of the main findings of the Mission has been that there are actually two somewhat separate markets for consumer

goods which should be explored by U.S. exporters. The first is by far the largest and comprises many types of consumer goods required by the conservative, quality-and-price-conscious and extremely selective native Swiss customer who, however is becoming less conservative, especially in the selection of wearing apparel.

The second is the market presented by foreign workers with lower earning power, whose more modest and less exacting requirements are catered to at present only by a surprisingly small number of Swiss retail enterprise. Although this market may not be very large in terms of present sales potential, it will become more important as these consumers stay on in Switzerland, settle down to family life, or, if already married, bring into Switzerland the rest of their families. As the earning capacity of this group expands, the people will naturally tend to switch to higher grade and higher-priced consumer goods.

U.S. exports directed at these two major markets are welcomed by Swiss business and Government circles, who almost unanimously state that greater availability of consumer goods will help to mitigate the inflationary pressure on the "overheated economy." In conversation

## SWISS IMPORTS / 1963 BY PRINCIPAL COMMODITY GROUPS





after conversation the desired effect of greater imports on the "Economie Surchauffée" was underscored to the Mission.

If, therefore, there was ever a propitious time for attempts to expand and/or penetrate the Swiss market for consumer goods, it is now.

Nevertheless, the U.S. exporter should keep in mind that this is a highly competitive market. Swiss domestic industry, especially in textiles, ready-to-wear, shoes, leatherwares, household utensils, and also some small household appliances, is extremely efficient. Furthermore the proximity of Switzerland to the European Economic Community (EEC), especially the Federal Republic of Germany, holds a tremendous advantage for aggressive sales campaigns on the part of firms in the EEC. This is even more important inasmuch as Germany traditionally has been the largest supplier of Switzerland in practically every field.

Consideration should also be given to developments in the European Free Trade Association (EFTA), to which Switzerland belongs along with Austria, Denmark, Norway, Sweden, Portugal, and the United Kingdom. EFTA-produced goods eventually will be admitted to Switzerland free of import duty.

In spite of the heavy competition for the Swiss consumer's franc, the demand for and acceptance of U.S. consumer goods is great enough to open up new markets in Switzerland. U.S. manufacturers and exporters in assessing the sales potentials of that country should also consider that it is visited annually by millions of tourists.

Two hundred and fifty interviews revealed a wide interest pattern in American goods, far exceeding the announced specialization in consumer goods. The interest of Swiss businessmen in such broad categories as chemicals, special machinery, professional and scientific instruments, and automotive equipment reflects the country's efforts to increase and rationalize domestic products.

In consumer goods, wearing apparel and special apparel fabrics, food, housewares, appliances, and miscellaneous novelties were the chief items of import interest. The advanced technological development of Swiss industry was reflected in the licensing opportunities offered and sought in special machinery, precision instruments, aerosol cosmetics, and household chemicals.

The needs of Swiss business were demonstrated in inquiries for agencies and distributorships for business machines of many types, including photocopying and dictating equipment; industrial firms sought food processing and packaging equipment; food distributors sought new sources for poultry, seafood, spices, and canned foods.

The impression gained by Mission members was that chances for expansion of U.S. exports as highlighted in the following articles seem to be best in the field of specific food items and clothing. Camping, hiking, and skiing equipment stand a fairly good chance of further expansion.

**SWISS CROWDS AT TRADE FAIR:** Large throngs of potential consumers attend a recent sample fair, or trade fair, held at Basel. U.S.-made goods were popular.



# Counters of Swiss retail shops reflect taste for U.S. goods, opportunities for suppliers

European competition keen but quality and style conscious customers create substantial market; retail sales increase

By CHARLES LEVY

The pattern of Swiss life is so akin to our own that it becomes immediately apparent to the observer that this country offers market opportunities for suppliers of many U.S. consumer goods.

Although European competition is keen, the counters of retail shops and department stores reflect Swiss tastes for American-made products.

In a country which must import considerable raw materials for manufacturing as well as finished goods which it cannot itself supply, there lies a substantial market, limited in the main only by its specific local characteristics. Doing business with this highly competent and alert democracy is relatively easy.

With a population of about 5.6 million in 1962, Switzerland's imports amounted to over \$3 billion.

The five principal cities range in size from 440,000 in Zurich to 126,000 in Lausanne; Geneva has 176,000, Basel 207,000, and Bern, the capital, 163,000; 42% of the population is concentrated in principal cities.

Unemployment is virtually unknown in Switzerland. In fact, it suffers from an acute labor shortage. The high employment rate has resulted in importation of labor from Italy, Spain, and Greece. In early 1963 over 33½% of the entire labor force provided a demand in the popular and lower price ranges which formerly were of little importance in this quality-minded market.

The age groups of the population further indicate continuing future opportunity. Only 10.4% is 65 years or over; 58.3% is in the 20-64-year bracket and 31.3% is in the 0-19-year age bracket. About 69.3% of the population speak German; 18.9%, French; 9.5% Italian; and the remainder, Romansch, Spanish, and Greek.

The gradual increase in wages, coupled with full employment and increasing incomes in general, has resulted in mild inflationary pressures—prices rose about 4% in 1962-63—which the Swiss call the "overheated economy" and which is of great concern to them. Imports kept rising, thus satisfying the greater demand created by a constant increase in population and spending power.

On the other hand, a greater demand for Swiss exports was created by economic expansion throughout Western Europe.

The gross national product increased 12% in 1962, totaling about \$10.6 billion.

Foreign trade is a vital necessity for Switzerland. It must seek raw materials abroad and export its manufactured products.

Germany is the largest Swiss supplier. The U.S. furnishes about 10% of Swiss imports, ranks fourth as a supplier, and is the second largest buyer of Swiss exports.

## Conditions of trade

The Swiss economy is essentially a free market economy where businessmen have traditionally avoided Government aid and are opposed to governmental controls. Instead, they have sometimes relied on private arrangements to control competition.

The Government relies on voluntary agreements and cooperation between businessmen in its efforts to limit price increases and competition for critically scarce labor. Otherwise, existence of the freedom-of-commerce concept is deeply rooted in the Swiss mind.

Switzerland has a liberal foreign trade policy. Tariffs are generally low, although the textile industry enjoys somewhat greater protection. Virtually no consumer goods items—except a few foodstuffs—require import licenses, which are easily obtainable.

There are 152 department stores with 86 branches in Switzerland. In addition, thousands of specialty stores serve the principal cities where over 42% of the population is concentrated. Small and medium retail stores have banded together to form association cooperatives or "Verbaende" which purchase merchandise in large quantities and thus make it possible to compete with department stores. The largest food chain with an annual volume of over \$300 million carries, in addition to grocery assortments, a full line of general merchandise in lines and brands, in the main exclusively sold by them.

The large department stores operate through their own central buying organizations and bulk their purchases for distribution to their branch or member stores. Department store groups vary in size, the largest claiming a volume of over \$100 million annually. The important stores all have N.Y. buying office affiliations and are constantly kept in touch with changing trends in the market. Retail sales, rising in the last 3 years, have increased 12% in 1962 over 1961 and 9% in the first half of 1963 over the corresponding 1962 period.

## Masters of display

Throughout Switzerland, the stores' housekeeping is immaculate. The Swiss are masters of display and use few mannequins; instead they "work with wire" to create the illusion of pictures—everything seems hanging in the air by means of almost invisible wires suspending merchandise from the ceiling.

While the stores are gradually developing self-service checkout techniques, they are slow to completely change to this type of operation as we know it in the United States. Departments are well staffed. The average work week is 44 hours, with an 8 to 6:30 schedule (1½ hours for lunch). Stores are not open evenings. Discount sellers are sparse. Price cutting is virtually unknown in department stores.

Shopping centers are in the experimental stage. Because of the compactness of the country, conventional downtown department stores still remain the hub for consumer buying. One large retail gasoline distributor is experimenting with a self-service shopping center and is planning to stock this station with self-service automotive, garden, sports, and home needs. He is planning to include a self-service restaurant on the same location. Variety rather than depth will be his consumer presentation in his first planned opening in Bern.

Most sales in Swiss department stores are for cash. There are few charge accounts and revolving credit terms are



unknown. There is also little installment buying, but stores are beginning to investigate the possibilities of extending longer credit terms.

Mark ups in Swiss stores are slightly higher than conventional U.S. mark ups. Goods are clearly marked, and a one-price policy is strictly adhered to. Sales take place twice a year only and by agreement with stores throughout the country. Prices are not marked down except for 2 weeks in January and 2 weeks in July, when a special tax is levied on these sale goods. Retail prices increased by 6.1% in the 6 months prior to December 1962 and continued to rise from January to June 1963 by 2%. Quality and appearance continue to be the decisive factor in consumers' choice in spite of rising prices.

The Swiss are creative in layout and art work and particularly good at illustration. Because of the language problem and need to advertise in all language papers, the Swiss depend considerably on handbill distribution where usually one language will suffice.

### Competition

West Germany is Switzerland's principal supplier of consumer goods. Nearness to the German market is an advantage not easily overcome. Consumer goods, selectively chosen from Italy, Canada, France, and England appear throughout the country.

The people are very well dressed. *Vogue* and *Harpers Bazaar* are watched for style developments. Swiss buyers (through their N.Y. offices) try to keep abreast of all changes. The Swiss fashion magazine *Elle* is to be seen everywhere.

Assortments in the Swiss stores compare with well displayed goods in U.S. stores. Demonstrations of all kinds—kitchen gadgets, household aids, personal monogramming, and the like—can be seen in all types of stores. As many as 10 demonstrations may be seen in one store at the same time.

### Mail order business

The mail order business of the large department stores continues to increase. The largest department store has an annual volume of over \$6 million in this area and is just getting started. Large well illustrated rotogravure catalogs are distributed by the large stores. Mail orders are efficiently filled on a production line basis—no later than 2 days after receipt.

The large department stores have adopted the latest office equipment and unit control facilities. Management con-

## U.S. Mission to Switzerland

October 12—November 16

Operated in Basel, Zurich, and Geneva. Individual members also visited selected plants and stores in Bern as well as in some of the suburban communities.

Operated 3 Business Information Centers equipped with commercial libraries in Basel, Zurich, and Geneva.

Attended and addressed 18 meetings including press interviews, meetings with Chambers of Commerce, banks, and businessmen's clubs.

Presented 250 Business Proposals submitted by U.S. firms.

Held 240 interviews with more than 300 Swiss businessmen resulting in 1,020 contacts for the 250 U.S. Business Proposals.

stantly complains that present requirements have outrun capacities of the equipment, and larger specially built plants for larger capacity equipment are in planning and building stages.

Imports into Switzerland are shipped direct from foreign manufacturers (some from factory to door); from stocks maintained in central or in bonded warehouses; from Swiss agents representing U.S. manufacturers who ship direct to customers; from wholesalers, who carry stock, and redistribute to retail outlets; and from central stocks of cooperatives.

### Consumer needs

The Swiss, a quality-conscious people, insist on sturdy construction, with all the characteristics—such as wash and wear, sanforizing—of well made articles. Because of cooler summers and longer winters, fabrics used are generally of heavier constructions. In apparel, interest is centered on dresses of tricot and jersey, raincoats in plastic and colorful plaids, stretch pants for women, and teenage apparel in all classifications.

Lighter weight men's clothing is selling better than ever. Inexpensive neckties are in demand, as most Swiss and Italian ties are in the upper price lines. Felt hats, particularly Homburg styles, can be seen in most stores.

Home sewing is an important part of Swiss life. Large areas in all stores are devoted to the sale of piece goods for garments and home furnishings.

There is great demand for U.S. branded lines in men and women's sportswear, sportshirts, slacks, dungarees, blue jeans, western style pants, cabana sets, pharmaceutical products, cosmetic lines, new electrical household goods, camping equipment, and sporting goods of all kinds, stationery, office machine equipment, hand power tools, and "do-it-yourself" merchandise. Other wanted items are books in 4 languages, garden tools, transistor radios, automatic record players, records—particularly Dixieland jazz band records, costume jewelry, toys, and novelties.

### How to sell more

To sell more goods in Switzerland:

- Plan to visit your Department of Commerce Field Office to discuss the items you want to sell. If possible, your representative should visit the market to appraise and compare your product with foreign competition.

- Consider direct exporting rather than licensing agreements. The Swiss complain that Swiss-made products (of U.S. licensors) sometimes take on a Swiss flavor and lose their identity. If the merchandise loses the American look it loses its special appeal.

- More goods of national brands could be stocked in bonded warehouses. Stores would then realize a larger turnover. The American brassiere and foundation garment industry has done this successfully throughout Switzerland.

- Consider selling your product through a Swiss agent; they are diligent and dependable. Use the Department of Commerce to make this contact.

- Investigate the services offered by freight forwarders and other companies in the export trade. There are firms equipped to perform a variety of paperwork and other services at modest cost.



■ Investigate the Foreign Credit Insurance Association plan to obtain financing assistance through commercial banks.

■ Carefully consider your price structure before quoting and make comparisons with the prices of European competitors.

■ Plan to exhibit at European Trade fairs. European buyers visit these fairs all over the continent.

■ Your product must be well made and of sturdy construction.

■ Directions, instructions for use, sizes, descriptions should be written in the language of the market for which your product is intended or overmarked with "peel off" labels.

■ Wiring of electrical appliances should be made adaptable to the Swiss voltages and facility requirements.

■ Fashions and patterns should be generally conservative. Sharp, extreme styles are not acceptable as a rule.

■ Suggest that your purchaser set realistic mark-ups on your product. A well conceived consumer price, even at a lower mark will result in greater gross sales.

■ Advertising allowances should be at least as liberal as those offered to U.S. buyers. The Swiss complain that we are not liberal enough with assistance in this direction—particularly in launching new products. Advise your purchaser of your national advertising program so he can tie in this advertising locally. Many of our national magazines reach this aggressive market.

■ Credit terms should be on "open account." Many importers resent letter-of-credit purchasing. German suppliers extend regular 30-day credit terms. Excellent credit information is available through World Trade Directory reports available for the Department of Commerce, and credit insurance is available through F.C.I.A.

■ Do not overwhelm importers with impossible quantity requirements. Your competitors do sell "small" quantities. Be satisfied to sell in modest quantities. Your business will grow.

■ The Swiss have been irritated in the past by not receiving response to inquiries. Answer promptly and courteously.



**PRODUCTS COMPETITIVE:** Members of the U.S. Trade Mission to Switzerland who visited the department store "Jelmoli" in Zurich, found that U.S. goods which were moving were those competitive in quality.

## Highly sophisticated advertising, market research techniques used in Switzerland

Chief media newspapers, magazines, trade and technical journals, direct mail, billboards, movies; radio, TV to be authorized soon

Highly sophisticated advertising and market research techniques are used extensively in Switzerland.

Basically, two types of advertising companies exist in Switzerland. The first type consists of space-brokers who have control over all the advertising of many newspapers, but also plan and carry out advertising campaigns using all media. The second is advertising consultants who do not have space to sell, but specialize in market research and the planning of advertising, merchandising, and public relations campaigns.

Market research is closely related to advertising, and a number of firms specialize in this work. A list of Swiss advertising agencies, marketing research organizations, and management and public relations counseling firms may be obtained on loan from the Office of International Trade Promotion, Department of Commerce, Washington, D.C., 20230.

Principal advertising media used in Switzerland are newspapers, magazines, trade and technical journals, direct mail, billboards, and movie theaters. Advertising on radio or TV, now prohibited, is to be authorized in the near future; how-

ever, Swiss radio and TV audiences may also be reached through German TV or radio from the Federal Republic of Germany, Luxembourg, or Italy.

**Newspapers.** More than 500 newspapers are published in Switzerland in three main languages—German, French, and Italian. The newspapers endeavor to appeal mainly to local, regional, or special interests. Circulation is in most cases limited to from 2,000 to 5,000, and only a few newspapers have a circulation of over 50,000. About 70 newspapers, generally distributed free of charge, are devoted exclusively to advertising and to local announcements.

**Periodicals.** About 200 periodicals with a total circulation of about 5 million are published in Switzerland. One-half of them are political, cultural, or religious in character and the other half are popular picture magazines.

**Trade, technical publications.** Some 700 to 800 trade and technical journals are published by numerous trade associations and reach a selected audience.

**Direct mail.** Direct mail advertising of excellent quality, usually printed in four colors, is used extensively. Circula-

Principal U.S. exports to Switzerland (1962)  
and Swiss tariffs

	U. S. Exports (millions of dollars) in 1962	*Swiss Tariffs (ad valorem equivalent)
Chickens fresh and frozen.....	6.0	9.9
Wheat.....	9.0	7.7
Leather.....	3.6	0.8-12.0
Furs dressed and dyed..	4.6	0.3- 0.7
Tires.....	3.6	3.6- 3.8
Tobacco, unmanufactured.....	10.3	5.9-90.2
Raw cotton.....	6.7	0.06
Man-made fibers and manufactures.....	8.9	mostly 2.4-22.7
Nonferrous metals, in- cluding ferroalloys....	5.0	mostly 0.1- 1.7 Mg. 23 Al. 30
Metal manufactures	4.5	mostly 1.9-27.5
Electrical machinery	11.0	mostly 2.4- 6.8
Radio and television op- erators and electronic components.....	7.0	0.9- 7.9
Office machines.....	7.5	2.9-15.5
Construction, excavating and mining equip- ment.....	16.8	2.8- 9.3
Industrial machinery.....	11.7	mostly 0.24-12.5
Aircraft.....	24.7	0.03-1.08
Automotive vehicles.....	11.1	12.8-29.6
Tractors.....	3.6	17.5
Pharmaceuticals.....	8.4	mostly 0.04- 8.6
Plastics.....	5.9	mostly 0.6-17.2
Synthetic collecting re- agents and organic chemicals.....	5.9	mostly 0.15-5.32
Photographic and pro- jection goods.....	5.9	mostly 2.5-11.4
Scientific and profes- sional instruments.....	3.7	mostly 0.7- 6.2
Jewelry and precious metals.....	9.5	mostly 0.6- 5.8

Sources: U.S. Bureau of the Census  
Statistics; ad valorem equivalent—Statistique  
Annuelle du Commerce Extérieur de la  
Suisse.

\* Duty rates are expressed in percentages.

tion is aided by the efficiency of the Swiss postal services.

**Outdoor publicity.** Use of posters and billboards is largely a monopoly of a single company. All posters are of a standard size, 35.63 x 50.39 inches, and are placed at locations owned and chosen by the company. Another firm has the exclusive right to advertising in railway stations.

**Films and slides.** Advertising films are shown at the beginning of most movies in Swiss theaters. They are restricted to about 4 minutes running time, and it is a common practice to project two or three shorter films.

## U.S. share of Swiss toy, game market could be expanded

Instructions should be printed  
in German and French; some  
packaging should be condensed

By MARVIN BARAB

By paying attention to some of the specific requirements of the Swiss market for toys, the U.S. portion of that market probably could be increased significantly.

Toy stores or toy departments of a department store in Switzerland compare favorably with similar stores in the United States, except that only small portions of the goods shown are of domestic origin.

Toys from many countries are represented, primarily from Germany, France, and Italy, in that order. As in the United States, the inexpensive toys are primarily from Japan and Hong Kong.

Toys from the United States are primarily mechanical novelty items, often the same ones that are highly promoted in the United States. For preschool toys, wood products are seen more than in the United States. There appears to be a greater reluctance to accept plastic preschool toys.

Educational and scientific toys appear to be of more importance than in the United States, as indicated by the amount of space devoted to these items at the retail level and by requests from agents and representatives seeking additional U.S. items.

Model airplane and car kits of American design are well received, as are model railroads, car races, and their accessories. Export of these products can probably be further expanded by U.S. firms.

### Games popular

Because of the exceptionally high level of education and literacy, games appear to be particularly popular in Switzerland but only a few from the United States are represented. Many U.S. games are not suitable unless the language portions are modified to German/French. In conjunction with possible exports to other German and French speaking countries, special game adaptations might be well received in the Swiss market. Where possible, the package wording itself should be in both German and French.

Sale of U.S. products is handicapped by the distance the goods must be shipped. The trend in the United States is to larger, more attractive packaging, giving the impression of greater value. At the same time, such packaging works to the products' disadvantage for export to Switzerland (to any European country), because of the increased bulk. In some instances it might be advisable to have special, more condensed packaging for the Swiss and other European markets, or ship the toys in bulk and have them repacked at a European distribution point.

### Distribution

Distribution of toys in Switzerland is more concentrated than in the United States. The retail market is dominated by one chain with 19 retail stores throughout the country. Next in importance are the toy departments of the major department stores, followed by the smaller independent toy stores, variety stores, and drug stores.

The company with the chain of 19 stores is also quite active as a distributor to other outlets, having exclusive supplier contracts with many of them. According to an official of this company, over 60% of the higher priced toys sold in Switzerland, and over 30% of the lower priced merchandise, are sold through their own stores or through their jobbing operation.

The larger retailers prefer to import directly for their own account. The smaller outlets often find this impossible because of the required quantities and will purchase through jobbers. Several agents and manufacturers' representatives sell to both the larger retailers and to the jobbers. In practice, however, for a toy or game to be successful in Switzerland, it must be sold to the one large chain, as it controls such a significant portion of the Swiss market. As the major department stores cooperate with rather than compete with the toy specialists, it is not usually necessary to grant exclusive distribution rights.

### Unique promotion

There is little of the price competition among toy stores that is so prevalent in the United States. Prices, in general, are well maintained, at quite a high level.

An interesting approach to arts and crafts is used by the leading Swiss department store. A significant portion of the department is devoted to work areas for children. Each area is set up for 10 to 15 children and is devoted to a specific craft area, with an instructor in attendance. The materials, of course, are purchased at the store. By early October, every seat is occupied every afternoon by children making Christmas presents.



# Swiss interest in recreation is green light for U.S. exporter; sports goods market booming

Major opportunities are for high-quality products which offer features not found in European items; suppliers should be willing to accept small orders

By MARVIN BARAB

Exports of U.S. sporting goods and outdoor recreation equipment to Switzerland could be materially increased during the next few years because of the country's high standard of living, the interest of the Swiss population in sports and outdoor activities, and their insistence on quality products.

Although the potential is obvious, exports will be expanded only through active solicitation by U.S. firms who must be willing to adapt to the requirements of this small but wealthy land.

The variety of sporting goods available in Switzerland indicates that this is a sports and recreation-minded country. The market for these products is booming and apparently growing faster than the economy as a whole.

Emphasis on specific sport activities varies considerably from that in the United States, but with a few exceptions most familiar categories of sporting goods are available in Switzerland. Notable exceptions are baseball, football, and basketball as they are known in the United States.

As is true for many other categories, imported goods are readily accepted. Indeed, only a small portion of the sporting goods sold in Switzerland is domestically produced. Of total imports in this field, Germany supplies the largest portion followed by the United States, France, and Italy. Goods from U.K., Canada, Norway, Japan, Pakistan, Austria, and Australia also are found. In general, although such goods from Soviet bloc countries are often much cheaper and of acceptable quality, there is reluctance on the part of Swiss firms to sell these items.

U.S. products have already made a major impact on the Swiss market, especially skis and archery equipment,

and to some extent fishing equipment. The U.S. position as a major sporting goods supplier for Switzerland is due, primarily, to the popularity of several brands of American skis. Other U.S. items contribute only a small portion of total U.S. exports of sporting goods to this country.

## U.S. metal skis most popular

Major opportunities for export expansion are for high-quality products which have no direct competition or which offer features not ordinarily found in European products. An excellent example is the penetration American metal skis have made. Now the most popular skis available, they account for a substantial portion of total U.S. sporting goods exports to Switzerland.

At present, skiing and camping products dominate the sporting goods market in Switzerland. It is estimated that these two areas are about equal in importance; combined, they account for over 50% of the total sporting goods and outdoor recreation equipment retail volume.

One major retailer estimated that in this country of 5.5 million people, between 600,000 and 700,000—over 10% of the population—are active skiers. An indication of the popularity and encouragement given to this activity is the fact that the Zurich city school system owns over 4,000 sets of skis which students may borrow for weekend and holiday use. During the ski season, virtually every set is in use every weekend. Good ski slopes are within a couple of hours travel from practically anywhere in Switzerland.

Camping, for many years a popular family weekend and holiday activity, is still growing rapidly. In general, vacations for Swiss workers are longer than in the United States, usually 3 weeks a year at the lower levels, increasing in length for more important positions.



SNELL SHOPS SWISS SPORTS: Charles Snell, member of the Trade Mission to Switzerland, examines U.S.-made skis over there, finds them competitive.

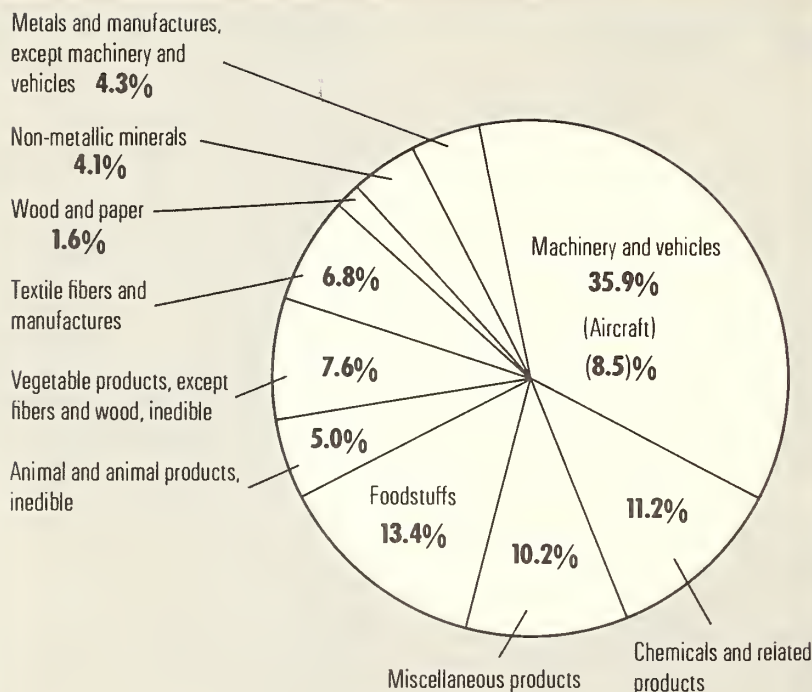
## Travel camping on increase

Most retail outlets are amazingly unfamiliar with the latest American camping developments. The magnitude of the Swiss market for camping products is so great that it should no longer be ignored by U.S. manufacturers. The Swiss public, as a result of tourists primarily from Germany, is now becoming familiar with the camping tent-trailer. The U.S. tent-trailers in general are far more advanced than any made in Europe. With proper market development, Switzerland should provide a good market for these trailers.

Another American item conspicuously absent from the Swiss market is the rapid assembly tent. True, the bulk of Swiss campers prefer the larger multiroom tents usually set up in one location for several weeks or more, but an increasing number are becoming travel campers. For this group, there are no tents similar to the rapid assembly ones found in the United States.

Down-filled sleeping bags are popular and quite inexpensive. The synthetic fill varieties are also available, but not in the style popular in the United States. The U.S. style, with the canopy, elicited great interest on the part of agents and retailers. Rubberized air mattresses imported from France and Germany are often used in conjunction with foam mattresses. Plastic air mattresses are rarely used.

# U.S. EXPORTS TO SWITZERLAND / 1962 BY PRINCIPAL COMMODITY GROUPS



Source: Based on U.S. Bureau of the Census Data

Camping stoves, lanterns and heaters are operated from bottled gas rather than gasoline. These appliances, usually imported from France, are quite modern looking and come in many varieties. Little opportunity in this field seems likely, unless U.S. manufacturers offer products with demonstrable advantages, including price, over those available from France.

Archery, although not yet a major activity in this land of William Tell, is showing a healthy growth, with most of the equipment coming from the United States. Further efforts in this area might well increase U.S. exports. Indoor archery lanes, now becoming popular in the United States, have not yet appeared in Switzerland.

## Potential for golf supplies

Golf, still a limited activity in Switzerland, could show greater growth in forthcoming years, to the benefit of U.S. exporters who now supply the bulk of Swiss imports of golfing supplies. Before a

substantial volume business can develop, however, more golf courses will have to be established in this country where land is expensive. Most existing courses belong to the more luxurious hotels for tourists or to private clubs where the membership rates are high and the waiting lists long. Switzerland would appear to be an excellent market for the "Par 3", or compact golf courses which are now appearing in the more populous areas of the United States.

Licensing and exporting of equipment for these courses, as well as the resulting demand for personal golf equipment, could yield substantial dollar exports.

Bowling was introduced to Switzerland (in Geneva) relatively recently, and prospects look promising. Plans are underway for expansion into other Swiss urban markets. Thus, the market for bowling equipment—balls, bags, and shoes—should materially increase.

Although Switzerland has many mountain streams, rivers, and lakes, fishing is not as popular as in the United States.

Growing in importance, however, it does provide a definite export possibility. U.S. fishing lines, fishing rods, and lures can already be found in this country, but distribution is spotty. Fiberglass rod blanks are sought for finishing domestically. Most fishing equipment is imported from France, Germany, and the United States; some items, including rods and reels, are produced domestically.

## Interest in U.S. boats

Interest has been growing in boating, as well as in all types of U.S. pleasure boats. Many inquiries were received by the Mission, concerning both importing boats and licensing of U.S. products. In general, the interest centers around smaller runabouts and boats up to 16 feet. Similarly, there is definite interest in boating and marine accessories, including hardware and life preservers.

Sailing, long a popular recreation in Switzerland, is expanding rapidly. Water skiing, scuba, and similar water activities have recently shown strong growth. Most scuba products are imported from Italy, France, and Germany. There might be a possibility for U.S. exports of the latest in scuba developments.

A wide selection of tennis products is available in Switzerland, including cheaper products from Pakistan as well as better quality items produced in the U.K. The better rackets are imported but strung locally.

## Distribution patterns

The typical sporting goods store in Switzerland bears little resemblance to sporting goods stores in the United States. Swiss stores are usually far more specialized. Thus, one finds stores specializing in fishing equipment, in hunting equipment, and in skiing and camping equipment. Few stores carry any variety of golfing products; these products are handled almost exclusively by golf course professionals. There is practically no price competition between retail outlets.

The so-called sporting goods stores place almost as much emphasis upon clothes for sports as upon the actual sporting equipment. As much or more space, for example, will be devoted to ski jackets, slacks, and other sporting clothes as to skis and related equipment.

The closest thing to a typical American sporting goods store would be the sporting goods department of major department stores. In these stores, all sporting goods are usually coordinated into one department. Even here, however, hunting products will not be found; guns, rifles, and related equipment are the exclusive province of the specialists.

In general, the variety of different prod-



ucts within any given category is far wider than would traditionally be found in the United States. A multitude of brands from each major producing country is represented. The typical sporting goods dealer feels that he must offer the full variety to his customers, or they will go to a competing store, or even to a neighboring country to find what they want.

Retailers often feel that their personnel are all experts in their respective fields and must know as much or more than any of their customers. As a result, self-service selling for these products is slow in coming. There is some evidence of it, however, in the department stores, particularly for the lower priced merchandise.

The larger department stores, department store groups, and larger independent stores prefer to import or purchase directly from manufacturing sources, whenever possible. Because of the wide range of products that most stores carry, however, there is a strong reliance upon the top two general and five or six specialized wholesaling firms.

#### Hints to potential exporter

The market for sporting goods and outdoor recreational products in Switzerland is an extremely high-quality one: it is improbable that the lower priced promotional goods will find a satisfactory market.

A complaint often registered by Swiss firms is that U.S. manufacturers too often require minimum order quantities which are too large for most Swiss firms, especially for initial orders. In general, most Swiss firms wish to place relatively small initial orders, to test the local market and to confirm transportation and customs charges. Too often American manufacturers are not willing to accommodate these small initial orders and many times do not show the Swiss customers the courtesy of a reply. Unfortunately, this often discourages further inquiries by the Swiss businessmen.

To whatever extent possible, the U.S. firm should have a local representative or agent, unless the firm is able to grant exclusive rights to one distributor or buying group. Switzerland, centrally located, can often be the base for an agent or representative servicing not only Switzerland, but also adjacent countries, particularly France, Austria, Germany, and Italy.

Whenever written instructions are necessary for a product, it is important that they be furnished in both German and French, the two major languages for Switzerland. Lack of such instructions necessarily limits the potential of any item in this country, even though many people speak and read English.

## Swiss market good for U.S. exporter of foodstuffs

Best approach is contact with buying organizations

By JOSEPH B. HALL

Switzerland is small compared with other European countries, but its economy is sound and booming.

The high standard of living, the absence of unemployment, the new foreign element in the working class, the gradual change to U.S. methods of merchandising all make this an attractive market for the U.S. food manufacturer and exporter. Because of the extreme competitiveness of the Swiss market, however, only an aggressive sales campaign by U.S. producers or exporters will bring results.

The country, with its booming economy, is not self-sufficient in food. About one-third of its food requirements are imported. Of total imports, food represents 15%—\$500 million in 1962. Much of this food is imported from neighboring countries.

Food prices are high, except for fresh fruits and vegetables in season. Meats are especially high—an opportunity for U.S. exporters of canned meats. Food



**IOWA LAWNMOWER:** A lawnmower, powered by an engine made in Iowa, is inspected by members of the Swiss Trade Mission in a large Zurich store.

retail sales annually exceed \$1.5 billion.

Foodstuffs are distributed through the following outlets:

Retail group, end of 1959	Total stores	Self-service
<b>Private retailers affiliated with bulk purchasing organizations</b>		
Usego	4,310	134
Alro	4,200	119
Kolonial E. G.	1,120	28
Ligo-Einkaufsvereinigung	535	10
Schweiz. Handelsgesellschaft (S.H.G.)	558	17
<b>Chainstore undertakings</b>		
Union of Swiss Consumers Societies (V.S.K.)	3,250	610
Migros Cooperatives	367	335
Verbond Ostschweizerischer Landwirtschaftlicher Genossenschaften	600	—
Konsum Denner, Zurich	207	35
Konsum Verein, Zurich	184	48
Merkur (coffee specialist)	192	—
Simon A.G.	109	5
Woren-Giro Genossenschaft, Zurich	44	20
Koisers Kaffee-Geschäft A.G. Bosle	92	1
Other small chain-store businesses	50	6
Private retailers (estimated)	4,850	70
<b>Total</b>	<b>20,668</b>	<b>1,438</b>

Source: Survey by Swedo-Registrierkassen A.G., Zurich.

The two large cooperatives, V.S.K. and Migros, accounted in 1962 for almost one-third of the total food sales in Switzerland and for almost two-thirds of the self-service stores. These cooperatives maintain aggressive buying organizations.

Many wholesalers sell through voluntary chain organizations. Independent retailers account for about 65-70% of total food sales. There are few corporate chain food stores. The independent retailers buy from wholesalers, although there is some direct store selling by producers. Separate wholesalers handle dry groceries, meat, fresh fruits and vegetables.

#### Swing to self-service

There has been a rapid swing in recent years to self-service stores. The average size of self-service stores in 1959 was 1,400 sq. ft. as these represented conversions of existing small food stores. Land values are high, and apparently the cost of buying properties and demolishing buildings for retail food store sites is prohibitive.

Most stores are in densely populated areas. The number of automobiles, the narrow streets, and the high cost of land have retarded development of supermar-

# Market profile—Switzerland

**Switzerland:** A Federal Republic of 22 sovereign cantons. Landlocked, situated in the heart of Europe, mostly mountainous. Capital is Bern with population of 166,100; largest city and commercial center, Zurich with population of 439,600.

**Geography:** Area of 15,944 square miles (about twice the size of New Jersey). Principal mineral production in 1961, cement (3.6 million tons) and salt.

**Population:** Mid-year 1962, 5.6 million of whom 2.7 million were employed. No unemployment.

**Income:** One of the highest standards of living in Europe; GNP about \$10.6 billion in 1962; \$1,888 per capita (\$2,974 in U.S.).

**Agriculture:** Well developed dairying and stock raising (3.1 million metric tons of milk produced in 1962); 69 million pounds of cheese and 21 million pounds of chocolate were exported in 1962. Principal crops which do not cover domestic requirements: Potatoes, bread, and feed grains.

**Industry:** Highly developed. Principal industries: Machinery, watches, instruments, chemicals and pharmaceuticals, and textiles.

**Transportation:** Railroads, 98% electrified, carried 4.6 billion passenger-kilometers and 7.8 billion ton-kilometers in 1962. Airlines carried 1.6 billion passenger-kilometers in 1962.

**Finance:** Currency is the Swiss franc (4.33 to \$1). Foreign exchange and gold reserves at end of January 1963, \$2.6 billion. Important contributions from tourism, international banking, and insurance income.

**Exports:** Total exports, 1962, \$2.2 billion: To Europe, \$1.4 billion; to U.S., \$212 million—wrist watches and clocks \$66 million, machinery and vehicles \$40 million, textiles \$29 million.

**Imports:** Total imports, 1962, \$3 billion: From Europe, \$2.3 billion; from U.S., \$294 million—machinery and vehicles \$117 million, chemicals \$5.1 million, textiles \$19 million.

**Conditions of trade:** As member of European Free Trade Association, Switzerland grants other EFTA members 50% tariff reduction on industrial products. Next 10% reduction scheduled for December 31, 1963. Liberal foreign trade policy, with import quotas for a number of agricultural products.

kets as we know them in the United States. There are a few, with areas ranging from 7,000 to 14,000 sq. ft. for food, and these appear to be successful.

There is only one shopping center in Switzerland, as far as the Mission could learn. Located in Geneva, it contains two good sized self-service food stores with sizeable non-food departments. A branch department store is also under construction, and there are several smaller shops. Parking for 500 cars is provided. Other shopping centers are planned.

The small size of most food stores limits the variety of products handled. There are usually only a few brands within each category of canned food. There are competing brands of soap and cleansers. Swiss, Danish, and U.S. frozen poultry are displayed.

Limited space in most stores makes it difficult for the U.S. exporter to establish competing lines in the small retail independent outlets. However, the large cooperatives and wholesalers do present

good selling opportunities as they are looking for lower cost items. One of the cooperatives will handle import items only if it has the exclusive sale for the products throughout Switzerland.

Newspapers are not too effective for advertising in the food field, as they are localized and appeal mainly to ethnic groups. Handbills are in general use, and many include coupons comparable to sales promotion in the United States. The large cooperatives which send out regular mailings to their members, use coupons, and in some instances stamps and other merchandising devices.

## Market for specific items

Specific products which would have appeal in Switzerland are: Vegetable and animal fats and oils, which should be shipped in bulk for packaging in Switzerland; rice; dog and cat foods; frozen turkeys and ducks; canned meats, corned beef, and other meat specialties. High-priced food specialties, especially canned

food, would have an advantage as import duties are based on weight. There should be an opportunity for quality toilet tissue, as the quality generally is poorer than in the United States.

The best approach for the U.S. exporter of food is to communicate with the buying organizations of the cooperatives and large wholesalers who dominate the field, quoting wherever possible c.i.f. prices. Products should be packaged in terms of the European metric system. They should be marked, even where not required by Swiss law, as coming from the United States, as U.S. foodstuffs are considered a status symbol. Instructions should be printed in the language of the area.

## Swiss buying less citrus; U.S. market share drops

Total Swiss imports of fresh citrus during the first 8 months of 1963 declined to 68,555 metric tons from 78,051 in the same period of 1962. Imports from the U.S. declined from 2,250 metric tons to 1,409 metric tons, and the U.S. share of the Swiss market slipped to 2.1% from 2.9%, according to the U.S. Embassy in Bern.

Swiss imports of citrus juices also declined, dropping to 2,022 metric tons from 2,896 metric tons in January-August 1962. Imports from the U.S. slumped nearly 40% to 1,064 metric tons, as the U.S. share of the Swiss import market for these products dipped to 52.6% from 59.9%.

## Swiss currency, weights, measures

The Swiss franc, divided into 100 centimes or rappen, is the basic unit of currency. The prevailing exchange rate of the Swiss franc is \$0.23, or 4.3 francs to the U.S. dollar.

The metric system of weights and measures is used in customs transactions: One metric ton equals 1,000 kilograms; 1 kilogram equals 2.2046 pounds; 1 meter equals 39.37 inches; and 1 liter equals 1.0567 quarts.

## Swiss have over 100 warehouses totalling 5 million square feet

Switzerland has over 100 warehouses; 12 bonded ones are owned by the Swiss Customs Administration. An important center is Basel with its Rhine River port; others are Zurich, Geneva, and St. Margrethen at the Austrian frontier. Cold storage houses number about a dozen. The total capacity of all storage houses is estimated at more than 5 million square feet, and open areas total about 2 million square feet.



# Selected large, small U.S. appliances finding acceptance in Switzerland

Less than 50% of Swiss homes have refrigerators; few have dishwashers, freezers; market growing for TV, tape recorders; labor shortage spurs desire for work-saving devices

By SAMUEL S. WURTZEL

The Swiss market offers favorable opportunities for export of selected U.S. major and small appliances.

Rapidly increasing incomes and the shortage of labor makes the use of labor-saving devices more and more desirable.

Although some gas is used for cooking, electricity is the popular source of power. It is believed that there will be no appreciable market for U.S. gas appliances in Switzerland.

The Swiss are meticulous in their production of domestic merchandise and expect top quality in imported goods. At the same time, they are extremely experienced in obtaining good value for their money.

The electrical current predominantly used throughout Switzerland is 3 phase, alternating 220/380 volts, 50 cycle. Electrical plugs in use are different from those in the United States and manufacturers intending to enter the market will need to modify their products to conform.

The standard module for kitchen equipment is 21½ inches wide by 23½ inches deep. Heights vary from 33½ to 35½ inches.

Before introducing a new appliance on the Swiss market, one unit must be submitted for approval of quality and safety to the Swiss Electrotechnical Association (Schweizerischer Electrotechnischer Verein, 301 Seefeldstrasse, Zurich). Specific information regarding standards and safety requirements may be obtained from that organization or from the Association of Importers of Electrical Apparatus (Vereinigung Schweizerischer Importeure Electricischer Apparate, 39 Bahnhofstrasse, Zurich 1.

## Refrigerators, freezers

Less than 50% of the homes in Switzerland have refrigerators. As the most popular size in current use is 3½ to 4 cubic feet, these will become more and more inadequate as buying habits change and the use of frozen foods increases. At present, an insignificant number of large refrigerators are sold by the major U.S. companies.

Development of self-service supermarkets and rapidly increasing use of frozen foods indicates a sizable market potential for larger refrigerator units with freezers. As more housewives enter the labor market, their habit of shopping daily for food must change and the need for larger refrigerators will be apparent.

Small refrigerators are manufactured locally. Imports are from West Germany, France, Sweden, England, Italy; a few are from U.S. companies, most of them manufactured in Europe. U.S.-made refrigerators are not designed to provide space for the tall one-liter bottle that is customarily in use in Switzerland.

Few freezers are in use in the country, but a market for this item will surely develop. Small-size units are likely to have the strongest sales potential, because of the limited space in homes. Some small units are being manufactured in Switzerland; imports come primarily from Germany and some from France and Italy. A few are imported from U.S. companies manufacturing in Europe.

## Other household appliances

Some dishwashers are being sold, but the market is virtually untapped. Several U.S. brands are being offered, but the most popular are the Swiss, of which there are 5 or 6 makes.

Less than 25% of the homes have automatic or semiautomatic washing machines. This market is expanding rapidly now, and the volume of sales should increase each year. Automatic washers are manufactured locally. Imports are primarily from West Germany, with a small number from other European countries. Swiss brands are the most popular.

Because of the lack of large hot water heaters in homes, 90% of the automatic washers have heating elements in them to raise the water temperature to a range of from 40° to 95° centigrade or 104° to 204° Fahrenheit. Most machines have a control that permits selection of water temperature to suit the type of fabric to be washed. Heating elements vary from 5,000 to 7,500 watts.

The market is not large for clothes dryers at present, and development is expected to be slow. A few are imported from U.S. companies manufacturing in European plants and some from West Germany. Dryers are also manufactured in Switzerland.

## TV market growing

Both electric and gas ranges are manufactured locally. While there are some imports from West Germany and a minor



LIMITED VARIETY: The small size of most food stores in Switzerland limits the variety of products and few food stores carry a stock such as shown in this large department store visited by the Mission.



number from other European sources, the Swiss makes are the most popular.

The TV market is growing and U.S.-made products have excellent acceptance. West German, Dutch, and Japanese manufacturers dominate the market. Sales of television sets are currently estimated to be about 7,000 units a month.

There is a big demand for tape recorders for both high fidelity music reproduction and low-priced transistorized or electrical units. Japan and West Germany are the dominant suppliers in the market. Some high-quality U.S. units are sold here, but the market for U.S. tape recorders could be substantially increased through a thorough study and effort by U.S. manufacturers.

### Hi-fidelity components

Hi-fidelity components offer an excellent undeveloped market. The reputation of U.S. manufacturers in this field indicates an acceptance that could provide a good opportunity for U.S. manufacturers.

Credit is not merchandised at all. Credit is obtainable—but only with effort—and is severely limited. A strong effort to merchandise credit would expand the market for major appliances.

Some U.S. small electric appliances are sold here; however, the market for imported items is limited, as a variety are manufactured locally. Some are imported from West Germany. Expansion of U.S. exports will depend on their newness and the willingness of U.S. manufacturers to produce them with Swiss electrical requirements.

Typical retail prices in the market are as follows: Single-door refrigerators with dial defrost, 3½ to 4 cu. ft., \$150-\$190; 6 cu. ft., \$210-\$225; 11½ cu. ft., \$350-\$425.

Double-door refrigerators, completely frost-free, 13 cu. ft., \$950.

Upright freezers with dial defrost, 8 cu. ft., \$350; 15 cu. ft., \$600.

Undercounter automatic dishwashers, \$600; automatic clothes-washing machines, \$400 to \$600.

Television 19-inch thin portables, \$300-\$350; 23-inch table models, \$400-\$450.

Electric floor-polishers, twin-brush, \$80.

### SWITZERLAND: TELETYPING

Teletype machines in Switzerland totaled 4,600 at the end of June 1963, an increase of 723 over those of a year earlier. There are now 84 units per 100,000 inhabitants.



SWISS STORE DISPLAYS: The U.S. Trade Mission to Switzerland found that attractive store displays often replace extensive TV, radio, and newspaper advertising. Photo was taken in Jelvoli store, Zurich.



## Rising Swiss consumer spending brightens U.S. export prospect

**Drop in U.S. aircraft sales may cut trade total in 1963 but strong demand continues for clothing, labor-saving tools, plant modernization equipment, other products**

Switzerland's continuing prosperity offers good prospects for increasing the sales of various U.S. products in the Swiss market. Total U.S. exports to that market, however, may be lower this year.

In spite of a slight slowdown of activity in a few economic sectors, the outlook for the Swiss economy for at least several months ahead appears to be excellent. Domestic consumption is rising. Industries are fully occupied and both exports and imports are on the rise.

However, the chances for an overall increase in U.S. exports to Switzerland are not very good in this calendar year. Swiss total imports are not expected to rise as sharply this year as in 1962, and imports of a few U.S. commodities are showing a decline.

There are, though, excellent possibilities for further expansion of U.S. sales of a wide range of products both in consumer and capital goods categories for which demand is growing.

### U.S. products in demand

Rising standard of living and changing living patterns of the Swiss population, which has more leisure time at its disposal, favor demand for sportswear, casual clothing, camping equipment, and other outdoor living accouterments.

Swiss department stores have been successful in selling such U.S. products, as well as toilet articles, toys, hardware, glassware, various gadgets, tableware, terry cloth items, dresses, lingerie, children's clothing, and foodstuffs.

The last three categories sold especially well.

In the industrial field, opportunities for U.S. goods appear to be equally good. In view of the continuing labor shortage and rising wages, Swiss producers are

relying more and more on increasing productivity through plant modernization.

As a result, there is a demand for sophisticated labor-saving U.S. machine tools, for handling equipment, and for electric and electronic controls and testing instruments. Further mechanization of the construction industry provides a ready market for U.S. construction equipment especially of the heavy type.

### How to sell

Because of Switzerland's generally liberal trade policy, low customs duties, and continuing prosperity, the market is strongly solicited by European producers who demonstrate significant flexibility in adjusting their products, credit terms, and advertising allowances to Swiss conditions.

To sell successfully in Switzerland the U.S. exporter must be able to counter this competition by displaying similar flexibility. He should also keep in mind that to Swiss importers the quality of merchandise, as well as seller's ability to deliver on time, are often more important than price.

### Foreign trade up

Swiss foreign trade continued to show a sizable deficit. According to Swiss statistics imports in the first half of 1963 reached \$1,577 million while exports totaled \$1,148 million, showing respective increases of 4.3% and 7.9% over trade in the first half of 1962.

U.S. exports to Switzerland in the first half of 1963 declined to \$145 million from \$154 million for the first half of 1962, according to preliminary U.S. Bureau of Census statistics.

This decline was primarily the result of a sharp drop in sales of U.S. aircraft

from \$19 million to less than \$2 million. A large decline, however, has been expected as Swiss demand for U.S. jet airliners has been essentially satisfied during the past 3 years.

U.S. exports of foodstuffs, principally grains and poultry, have also declined significantly. Part of these losses, however, has been offset by sharply increased exports of U.S. manufactured goods and chemicals.

As a result of the overall decline in U.S. exports to Switzerland, and the increase in total Swiss imports, the U.S. share of the Swiss import market declined to 8.6% from 10.4% for the first half of 1962.

In contrast, the Common Market countries increased their aggregate share of the Swiss import market from 62.7% to 64.6%.

### Industry active

Swiss industry as a whole remained fully occupied during the first half of this year. Several Swiss producers of heavy machinery have recently received important orders, from various overseas countries, which will take two to three years to complete.

Although declines in new orders have been reported by certain machinery producers, the machinery and metals industry as a whole has an average order backlog of about 10 months.

Many Swiss businessmen believe, however, that orders will generally decline in the future as a result of increasing spread between the Common Market external and internal tariffs. The Common Market area takes over 40% of Swiss exports.

All four principal Swiss industries—machinery, chemical, watch, and textile—which together account for 80% of total Swiss exports and 17% of Swiss gross national product, registered export gains during the January-June period of 1963.

In the construction sector, there was a significant slowdown in housing completions. Tourism was another important sector where activity declined.

Retail stores benefited from brisk consumer buying which boosted their sales in the first 5 months of 1963 about 9% above the level recorded in the comparable period of 1962.

# Few Swiss imports require licensing; subject to duty, surtax, sales taxes

Marks of origin required on matches, food dyes, some foodstuffs; U.S. exporters to Switzerland can collect in dollars

Although most commodities may be imported into Switzerland free of import licensing, a number are subject to licenses which, however, are usually automatically granted. There are, however, a number of products for which license applications are carefully screened, including certain trucks, some textiles and a number of agricultural products.

Import certificates, so-called Certificates, bearing a guaranty of nonreexportation are issued by the Swiss authorities when required by the supplying country.

## Other Regulations

The importation of sugar, cereal and feed grains, pulses, foodstuffs and fodder materials, straw and peat litter, oleaginous seeds and fruits, various edible fats and oils, cocoa butter, coffee, fertilizers, coal, and petroleum products is handled by state-supervised individuals, or organizations. The importation of monopoly articles, notably alcohol, salt and gunpowder is reserved to specially authorized organizations.

Marks of origin must appear on shipment of food dyes, fresh and preserved eggs, fresh and preserved meats, and

matches. The phrase, "Made in U.S.A." is acceptable for such marking.



BEAUTY AIDS: U.S. cosmetics find a ready market in Switzerland.

## Import Duties

Nearly all Swiss duties are calculated on a specific basis. Specific duties are assessed on the basis of the gross weight, except in cases where the tariff provides for collection of duty on a per unit basis.

The latest Swiss tariff schedule, based on the Brussels nomenclature, became effective January 1, 1960.

## Customs Surtaxes

A statistical tax of 3 percent on total Swiss customs charges is levied on nearly all items.

Supplementary duties are levied on cereals, potatoes, butter, beer, and some other food products.

The basic sales tax is 5.4 percent for wholesale trade and 3.6 percent for retail trade. For both wholesale and retail trade some items are reduced to 2.7 percent and 1.8 percent, respectively. A few products are tax free.

With the exception of manufactured tobacco, the tax is levied on the duty- and tax-paid value, i.e., the price f.o.b. Swiss border plus customs duties and other fiscal charges. The sales tax on manufactured tobacco is assessed on the average value f.o.b. Swiss border, not including customs duties or other fiscal charges.

Merchandise imported by letter mail is taxed at the specific rates with subsequent adjustment where necessary.

## Exchange Controls

Imports from the dollar areas may be paid for in any currency acceptable to the seller. Foreign exchange for such transactions is readily available from commercial banks and other sources without requiring specific authorization from the Swiss Government. Payments to some nondollar countries are made through clearing accounts. All matters pertaining to foreign exchange come under the jurisdiction of the Swiss Clearing Office.

# Swiss consulates in 10 U.S. cities offer business information

The official commercial representative of the Government is the Economic Counsellor of the Embassy of Switzerland, 2900 Cathedral Avenue N.W., Washington 8, D. C.

Besides this office, Switzerland maintains consulates in the following cities of the United States where commercial information can be obtained:

Lincoln Tower, 75 East Wacker Drive, Chicago 1, Ill.

740 South Broadway, Room 511, Los Angeles 14, Calif.

444 Madison Avenue, New York 22, N. Y.

226 South Sixteenth Street, Philadelphia 2, Pa.

55 New Montgomery Street, San Francisco 5, Calif.

199 Washington St., Room 704, Boston 8, Mass.

1946 Illuminating Bldg., 55 Public Square, Cleveland 13, Ohio.

236 International Trade Mart, New Orleans 12, La.

1012 Ambassador Bldg., 411 N. 7th St., St. Louis 1, Mo.

715 Jones Bldg., 1331 Third Avenue, Seattle 1, Wash.

## Swiss TV, radio stations to carry commercials

Swiss TV and radio stations soon will carry commercials, the U.S. Embassy in Bern reports.

Commercials will be broadcast only during certain hours. Advertising time will be differentiated from the regular

programs, which seems to imply that sponsored programs are not yet on their way in.

Regulations governing both TV and radio commercials will strictly control advertising of drugs and medicines, limit advertising of alcoholic beverages, and ban advertising of leasing and renting operations.

The number of television set owners in Switzerland increased during 1962 on an average by 6,700 a month. At the end of 1962 the total number of TV set owners in Switzerland was recorded at 273,894.

At the end of July 1962 there were 2 million radio receivers in use. It is estimated that sales of radio sets in 1962 exceeded 50,000.



Overseas traders, listed below, want to do business with American firms. Commodities they wish to buy or sell are identified by description and by Standard Industrial Classification (SIC) Manual number.

Other symbols used:

★—Additional information on the trade opportunity may be obtained by writing Commodity Export Promotion Staff, BDSA-111, Department of Commerce, Washington, D.C., 20230.

NCIA—No commercial information available on the overseas firm.

WTD—World Trade Directory report available. WTD reports give a description of the firm, its sales territory, size of business, sales volume, trade and financial reputation and other data. Copies can be bought for \$1 each from the Commercial Intelligence Division, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C., 20230. Numbers following the WTD symbol show the date the report was issued.

I.R.—Interview Report, identified by following number, is available on the trader. These reports are compiled by the Trade Mission. Copies can be obtained from Trade Mission Division, Bureau of International Commerce, U.S. Department of Commerce, Washington, D.C., 20230.

## Leads for Exporters

### 200 Food

Swiss distributor of dairy and agricultural products in Europe and the Middle East seeks to import additional products. Dairyworld Sa, 10, quai Gustave-Ador, Geneva. I.R. 235.

Manufacturer concern seeks distributorship for Switzerland of brand name food products. Veron & Cie, Seilerstrasse 3, Bern. WTD 10/7/59. I.R. 2.★

Sales agent seeks exclusive distributorship of non-perishable foods. W. Kern & Co AG, Sagemattstrasse 2, Liebefeld, Bern. WTD 5/31/57. I.R. 1.

Wholesaler seeks canned foods, particularly shrimp, crab meat, tuna, sardines. Demareux Freres, Denrees Coloniales en Gros, Route de Lausanne 22-24, Morges (VD). I.R. 196.

### 201 Meat Products

Meat importer seeks distributorship for packaged and canned dog and cat foods, hot sauces, relishes, ketchups, canned meat specialties except tongue. Gunzburger AG, St. Johannvorstadt 90, Basel. I.R. 22.

Coop wholesaler seeks lines of frozen, ready to cook chicken, turkeys, rock lobster tails, large shrimps, squid, frog legs, salmon. WTD 12/8/60. I.R. 35.★

Manufacturer/agent wishes to represent heef suppliers. John V. Fontannaz, 24, Petit Bel-laria, La Tour de Peilz. WTD 11/30/62. I.R. 5.

### 203 Canning, Preserving Foods

Importer of food products with representation in Switzerland and the Middle East seeks

frozen foods, preserves, canned fruits and vegetables, jellies, jams, food specialties, fresh fruit and vegetables where prices are competitive. Fadco Sa, 15 rue du Jeu-de-l'Arc, Geneva. I.R. 224.★

### 207 Confectionery

Importer desires chewing gum base for packaging under own name or to represent as exclusive agent. Also seeks packaged candies 1, 2, 5, and 10¢ range for candy store trade. Gebruder Jud, AG, Gartenstrasse 128, Basel. I.R. 20.★

### 208 Beverage Industries

Swiss distiller and agent wishes to import Bourbon whisky. Studer & Cie SA-Escholzmatt, 1, Tour-de-l'Ile, Geneva. I.R. 193.★

### 209 Food Preparations

Wholesaler interested in food specialty products for Swiss distribution. Promena AG, Lohweg 10, Basel. WTD 1/30/59. I.R. 31.

Manufacturer of dehydrated soups wishes direct import of monosodium glutamate, chicken meat, fat for use in soupmaking. Will consider turkey fat. Haco, Ltd., Gumligen, Bern. WTD 8/29/61. I.R. 36.★

### 220 Textile Mill Products

Wholesaler seeks exclusive distributorship for textiles and piece goods sold in domestic and drapery fabric departments of department stores. Also fabrics for men's and boys' wear. Paul K.H. Rordorf, Kusknacht/Zurich. I.R. 147.★

Wholesaler wishes to act as agent on commission for firms selling fabrics to "cuttingup" trade: cottons, wools, synthetics, rayons, suitable for men's and women's wear, all weights. Also knitted fabrics and fur imitations. Will consider stocking basic lines once established.

Oscar Tagmann, Amthausgasse 2, Bern. I.R. 162.★

Agent seeks exclusive representation for textiles and plastic materials for manufacture of women's clothing. Theo Moos, Carmenstrasse 21, Zurich. I.R. 89.★

Agent seeks lines of textiles made from staple fibers. Hans Schneewind AG, Nauenstrasse 63, Basel. I.R. 39.

Agent seeks fabric lines for rainwear, sportswear, outerwear. A. Fraefel AG Herrenmode, Bischofszell (TG). I.R. 72.

### 221 Broad Woven Fabric Mills, Cotton

Manufacturer seeks direct sources for cotton textiles used to produce low and popular priced work shirts, uniforms, slacks, overalls, cottons, twills, denims. Kung & Cie, Munchwillen (TG). WTD 11/23/60. I.R. 239.★

### 222 Broad Woven Fabric Mills, Man-Made Fiber, Silk

Representative seeks exclusive agency for Borg Dynal fake fur fabrics in Switzerland, Austria. Kurt Holdengraber, 7 Geissmatthalde, Luzern. I.R. 255.

Fabrics manufacturer seeks agency or will buy on account, printed and woven draperies, slip cover fabrics, table cloths, bath, beach towels. Weberei Eschen A.G., Schaan, Fürstentum Lichtenstein. WTD 10/25/62. I.R. 87.

### 224 Narrow Fabrics, Smallwares Mills, Products

Wholesaler seeks sources of linings for ladies' garments—nylon, taffetas, rayons, blends. Stotz & Co., Stampfenbachplatz 2, Zurich. I.R. 149.

### 225 Knitting Mills, Products

Importer wishes to represent hosiery mill producing seamless micro mesh. I.R. 135.★

### 226 Dyeing, Finishing Textiles

Representative seeks exclusive agency for waterproofed fabrics for rainwear manufacturing. Kurt Holdengraber, 7 Geissmatthalde, Luzern. I.R. 255.

### 227 Floor Covering Mills, Products

Merchant/wholesaler seeks exclusive distribution for floor coverings, carpets, and rugs. Hettinger A.G. Postfach Basel 18, Basel. WTD 8/15/51. I.R. 23.

### 229 Textile Goods

Interior decorator seeks agency for upholstery and drapery fabrics, floor coverings. Mrs. Medea Mosczytz, Imfandring 22, Luzern. I.R. 52.★

Manufacturer wishes to purchase elastic webbing and other materials required for manufacture of women's foundation garments. Max Biedermann & Cie SA, Freigutstrasse 6, Zurich 27. WTD 11/10/58. I.R. 73.★

## 230 Apparel

Manufacturer seeks lines of medium priced suede, cabretta, cape sports coats and jackets for men and women. Also direct sources for blue jeans. Soditex SA, (Societe de Diffusion Textile), 34 rue des Noirettes, Geneva. I.R. 210.★

Manufacturer/wholesaler servicing 540 coops interested in such as children's and women's swim suits, vinyl lined sport gloves, disposable diapers, terry cloth, bath, beach robes. Verband Schweiz, Konsumvereine (V.S.K.), Thiersteineralles 14, Basel. WTD 11/2/62. I.R. 7.★

Agent seeks direct representation for men's and boys' furnishing items on exclusive basis; also ladies' negliges, underwear, robes. Willy Jaep, 10, Chemin des Bouvreuils, Lausanne (VD). I.R. 214.

## 231 Men's, Youth's, Boy's Suits, Coats, Overcoats

Retailer seeks lines of men's sportswear—jackets, shirts, trousers, coats. Will consider distributorship or agency. McGregor-Corner, Munzgassee 1, Basel. I.R. 34.

## 232 Men's, Youth's, Boys' Furnishings

Importer desires haberdashery, prefers exclusive agency. Maison Toni, A. E. Equati, Bozingenstrasse 140, Biel. I.R.9.

Importer/retailer desires exclusive agency for haberdashery lines, especially shirts, men's costume jewelry. Will consider related lines. Machler Stillman-Ascot AG, 3, rue Hugli, Biel. I.R. 14.

Importer seeks exclusive agencies in Switzerland, Austria for men's jewelry and novelties. Will stock. Teximex Handels GmbH, Lindendachstrasse 35, Zurich 6. I.R. 186.

Wholesaler desires boxer jeans. H. Wyler & Co., Richard Wagnerstrasse 12, Zurich 2. I.R. 180.

## 233 Women's, Misses', Juniors' Outerwear

Manufacturer seeks agency for exclusive distribution of ladies', children's beach wear. Zuschneideschule Parisienne (Rotmann), Innere Margarethenstrasse 12, Basel. I.R. 168.★

Wholesaler desires children's wear, ladies' cotton dresses. H. Wyler & Co., Richard Wagnerstrasse 12, Zurich 2. I.R. 180.

Importer-wholesaler seeks lines of ladies' cotton, synthetic dresses, sportswear. Will stock. Wigutex, Schimmelstrasse 5, Zurich. I.R. 125.

## 234 Women's, Misses', Children's, Infants' Undergarments

Swiss manufacturer of foundation garments seeks agencies for known brands of corsets, bras, girdles, to sell in addition to own lines. Max Biedermann & Cie SA, Freigutstrasse 6, Zurich 27. WTD 11/10/58. I.R. 73.★

Importer-wholesaler interested in direct contact with manufacturers of women's undergarments, lingerie and swimwear. Will consider exclusive lines only. Asaco, Ltd., Im Zelgli, Postfach Effretikon (ZH). I.R. 228.★

## 243 Millwork, Veneer, Plywood, Prefabricated Structural Wood Products

Architect/builder seeks arrangement for importation of prefabricated houses. Rolf Blum, Seestrasse 34, Ruschlikon/Zurich. I.R. 152.

## 251 Household Furniture

Importer desires agency for redwood outdoor furniture and folding metal chairs. Ernest Meier Co., Fichtenweg 19, Reinach (Basel-land). I.R. 41.

## 252 Office Furniture

Wholesaler seeks office furniture and supplies. Erophia Handels AG, 59 Seestrasse, Zurich. I.R. 88.

## 264 Converted Paper, Paperboard Products

Wholesaler seeks stationery, store supplies. Erophia Handels A.G. 59 Seestrasse, Zurich. I.R. 88.

Wholesaler of office supplies seeks exclusive distributorship of commercial stationery items in Switzerland, Austria. Registra AG Dolt-schiweg 39, Zurich 3/55. I.R. 115.★

## 265 Paperboard Containers, Boxes

Importer desires Swiss and/or European agencies for disposable consumer goods items such as paper plates, cups. Ahag Handels AG Bahnhofstrasse 80, Zurich. I.R. 120.

## 273 Books

Swiss firm selling book memberships door-to-door, seeks additional items to sell to its 70,000 members. Bric SA, Place Chauderon 3, Lausanne (VD). I.R. 238.

## 275 Commercial Printing

Agent would like to represent lines of U.S. printing equipment in Switzerland, West Germany, France, Belgium, Netherlands, Austria, U.K., Ireland. Tymac von Schulthess & Co., Selnastrasse 6, Zurich. I.R. 160.

## 277 Greeting Card Manufacturing

Publisher/distributor seeks line of U.S. greeting cards. Income Cash Increase, Pl. Chauderon 5, Lausanne (VD). I.R. 223.

## 280 Chemicals

Distributor desires to import on own account protective coatings for wood and metal buildings; also building maintenance products. Pentol AG Innere Margarethenstr. 2, Basel. I.R. 181.

Wholesaler seeks floorwaxes, cleaners, protective coatings for industrial and consumer

use. Willing to import on own account or as exclusive agent. Lanz & Brechbuhl, Aarberggasse 16, Bern. WTD 6/11/57. I.R. 182.

## 281 Industrial Chemicals

Manufacturer seeks agency or manufacturing rights for chemicals used in manufacture of pharmaceuticals: muscle relaxatives, new synthetic penicillins, thrombolytic agents. Pharma, Berikon/AG (bei Zurich) I.R.48.

Distributor of metal working and construction equipment seeks chemicals and raw materials for Swiss market. Wahl Lehmann, Sihlquai 55, Zurich 5. I.R. 155.

Manufacturer will import for own use raw materials and intermediates for the production of food, drug, cosmetic dye stuffs. Also general field of pectins, food additives. Durand & Huguenin SA, Fabrikstrasse 40, Basel 13. WTD 1951. I.R. 80.

Company seeks distributorship for chemicals in Switzerland, especially plasticizers for paper and paint industry, esters, acetate, kepones, pigments (titan dioxide, carbon black and others), specialized chemicals. Prochem A.G., Lagerstrasse 33, Zurich. WTD 10/12/63. I.R. 198.★

Manufacturer of industrial chemicals seeks agency for distributorship for heavy industrial chemicals, intermediates and fine and specialized chemicals for industry. Elfa A.G. Elektrochemical Works, Beethovenstrasse 4, Zurich 2. WTD 1/3/63. I.R. 133.

## 282 Synthetic Materials

Commission merchants seek new plastic products for garments, shoes. Winter Freres & Cie, Cuirs en Gros, Nauenstrasse 65, Basel. 12/20/62. I.R. 84.

Wholesaler seeks direct contacts with prime producers of plastic fabrics, rainwear fabrics used in outerwear manufacturing. Industrie & Bauplastic S.A., Brigue/VS. WTD 6/63. I.R. 231.

Importer seeks exclusive agency for new raw materials for industrial use. Plastics of special interest. Impag AG, Dufourstrasse 90, Zurich 8. WTD 12/15/60. I.R. 110.★

Manufacturer desires to buy direct from U.S. manufacturer raw materials for production of luggage, eg. textile coated plastics, expanded vinyls. Aktiengesellschaft A & H Eichholzer, Bremgartenstrasse 18, Zurich 3/36. WTD 7/5/62. I.R. 82.★

Wholesaler seeks to represent U.S. manufacturers of finished synthetic linings and interlinings for garment manufacturing. Mueller-Staub Sohne AG, Brandschenkerstrasse 30, Zurich. WTD 7/24/63. I.R. 94.

Importer seeks agencies for all gauges of plastic film, sheeting. Paul Mathys & Co., Limmatstrasse 101, Zurich 5. I.R. 170.

Wholesaler of floor coverings seeks manufacturers of vinyl flooring and tiles for exclusive distributorship. Hettinger AG, Postfach Basel 18, Basel. WTD 8/15/51. I.R. 23.

## 283 Drugs

Firm desires raw materials for manufacture of ethical pharmaceuticals such as antibiotics or new clinically tested products. Medinova, Eggbühlstrasse 14, Zurich. WTD 1/29/62. I.R. 177.★

Representative seeks agencies for ethical pharmaceuticals in France, West Germany, Switzerland, Benelux, Italy. Itasas AG, Com-



merce Industry Investments, Kornhausgasse 8, Basel. I.R. 30.

Wholesaler desires agency in Switzerland for pharmaceutical-ethical products. F. Uhlmann-Eyraud SA, Boulevard de la Cluse 28, Geneva. WTD 3/25/61. I.R. 197.★

### 284 Soaps, Detergents, Cosmetics

Firm desires agency in Switzerland for cosmetic products and perfumery products. F. Uhlmann-Eyraud SA, Blvd. de la Cluse 28, Geneva. WTD 3/25/61. I.R. 197.★

Manufacturer seeks distributorship for aerosol, cosmetic specialties. Spray-Pak GmbH, Hardgutstrasse 30, Postfach, Zurich 40. I.R. 113.

Manufacturer/distributor seeks to serve as agent or to import on own account waxes and cleaners for Swiss industrial markets. G. Grisard SA, P.O.B. 11, Bussigny/Lausanne (VD). I.R. 212.

Distributor seeks additional lines of toiletries, household products. Promena AG, Lohweg 10, Basel. WTD 1/30/59. I.R. 31.

### 285 Paints, Varnishes, Lacquers, Enamels

Manufacturer/distributor will act as agent or import on own account paints and protective coatings for Swiss industrial markets. G. Grisard SA, P.O.B. 11, Bussigny/Lausanne (VD). I.R. 212.

### 289 Chemical Products

Distributor seeks exclusive distributorship or agency for: protective metal coatings, products for removing or preventing rust and corrosion, brick and concrete wall cleaners, chemical specialties used in related fields. Also seeks representation for light reflecting materials (neon powders). Paul Buerger-Chemische Spezialitäten, Zurichstrasse 235, Affoltern A/A. I.R. 187.

### 291 Petroleum Refining

Distributor for Switzerland seeks additional specialized lubricants. Lanz & Brechbühl, Aarberggasse 16, Bern. WTD 6/11/57. I.R. 182.

Importer seeks agencies for specialized industrial oils, lubricants. Georg Schiess, Predigerstrasse 9, Zurich 1. I.R. 183.

Manufacturer/distributor seeks specialized lubricants for industrial markets. Will act as agent or will import on own account. G. Grisard SA, P.O.B. 11, Bussigny/Lausanne (VD). I.R. 212.

Importer of lubricants seeks additional lines for sales to industrial and auto repair outlets presently established. Molydal Co., SA, 18, Grand-Pont, Lausanne (VD). I.R. 239.★

### 301 Tires, Tubes

Auto dealer seeks line of U.S. tires, tubes, European sizes. Agence Americaine, Automobiles SA, Viadukstrasse 45, Basel. I.R. 40.

### 302 Rubber Footwear

Wholesaler/retailer desires exclusive distributorship for rubber footwear. Gebrüder Schneider AG Biglen, Ryffligasschen 8, Bern. I.R. 37.

### 307 Plastics Products

Importer desires Swiss and/or European agencies for household plastics. Ahag Handels AG, Bahnhofstrasse 80, Zurich. I.R. 120.

### 311 Leather Tanning, Finishing

Swiss commission merchant seeks all grades wool sheepskins for coats and wool shearlings for linings, good quality sides for shoes. Winter Freres & Cie, Cuirs en Gros, Nauenstrasse 65, Basel. WTD 12/20/62. I.R. 84.

Manufacturer seeks direct sources for leathers used in coat production. Soditex SA, (Societe de Diffusion Textile), 34, rue des Noirettes, Geneva. I.R. 210.★

### 314 Footwear, except Rubber

Wholesale/retail organization desires exclusive distributorship in Switzerland for shoes for men, women, children. Gebrüder Schneider AG Biglen, Ryffligasschen 8, Bern. I.R. 37.

Wholesaler/retailer seeks distributorship for women's, men's and children's shoes and western shoes in medium and higher priced lines. Chaussures Henri, 29 rue de la Croix d'or, Geneva. I.R. 229.

### 322 Glass, Glassware

Wholesaler of hardware, household goods seeks new items for glassware departments. Fritz Blaser AG, Huningerstrasse 40, Basel. WTD 7/5/61. I.R. 32.★

### 326 Pottery

Wholesaler servicing retail coops interested in plastic household items such as salad bowls, freezer jars, milk jars, kitchen utensils, dinnerware, cutlery; also bathroom scales, barbecue items, aluminum camping chairs, paper plates, cups, picnic items, hot water bottles. Verband Schweiz, Konsumvereine (V.S.K.) Thiersteinerallee 14, Basel. WTD 11/2/62. I.R. 7.★

### 329 Abrasives, Asbestos, Nonmetallic Mineral Products

Firm desires to represent producer of mica. Ferrolegeringar AG, Seefeldquai 43, Zurich 8. WTD 10/13/54. I.R. 93.

### 330 Primary Metal Industries

Importer desires agencies for metals, tubing, extrusions, wire, materials for transformers. Georg Schiess, Predigerstrasse 9, Zurich 1. I.R. 183.

### 335 Rolling, Drawing, Extruding of Nonferrous Metals

Firm desires to represent producer of magnesium metal. Ferrolegeringar AG, Seefeldquai 43, Zurich 8. WTD 10/13/54. I.R. 93.

### 342 Cutlery, Hand Tools, General Hardware

Import/wholesale firm seeks additional lines of hand and electrical tools for home and in-

dustrial use, cutters, reamers, drills, both hand and electrical. Bructsch, Ruegger & Co., 53 Lowenstrasse, Zurich 1. WTD 12/13/62. I.R. 127.

Representative seeks agencies for hardware and accessories such as frames, locks, buckles, handles used in manufacture of handbags, luggage, belts. Paul Mathys & Co., Limmatstrasse 101, Zurich 5. I.R. 170.

Importer seeks Swiss and/or European agencies for household kitchen supplies. Ahag Handels AG, Bahnhofstrasse 80, Zurich. I.R. 120.

Sales organization seeks agencies for Switzerland in glassware, cutlery, china, housewares, Walter Berger, Falknerstrasse 12, Basel. I.R. 51.

Manufacturer seeks distributorship for electrical hand tools for professional and home use. Ludra, L. Drapalik & Co., Wurenlos (AG). I.R. 98.★

Buying office interested in new lines hardware. Fritz Blaser AG, Huningerstrasse 40, Basel. WTD 7/5/61. I.R. 32.★

### 343 Heating Apparatus, Plumbing Fixtures

Wholesaler of valves, controls, combustion boilers interested in distributorship for: safety valves, zoning controls, heat controls, stainless steel valves, air conditioning controls, water softeners, water filtration plants, motorized valves, solenoid valves. H. Huber & Co., SA, Munchensteinerstrasse 270, POB 166, Basel 18. WTD 2/7/63. I.R. 16.★

### 350 Machinery

Importer seeks agencies for new types of machinery for industrial use, particularly road building and paving equipment, engines for building trades equipment, boats, farm use. Also adhesives for building industry. Promot AG, Safenwil (AG). I.R. 100.★

### 352 Farm Machinery

Manufacturers' agent seeks distributorship for lawn and garden power equipment. Intervend GmbH, Buckhauserstrasse 28, Zurich 9/48. WTD 6/24/63. I.R. 102.

### 353 Construction Machinery

Agent seeks lines of building and construction machinery; concrete mixers, vibrators, equipment to manufacture materials, machinery. Dr. J. Rothenberger, Textile Engineer, Kronleinstrasse 49, Zurich 7. WTD 8/20/63. I.R. 131.

Importer wishes road building machinery, equipment. Gautschi & Co., Dreikönigstrasse 32, Zurich 2. WTD 10/7/53. I.R. 173.

Machinery importer seeks lines of road building machinery for distribution in Switzerland. P. Mueller & Co., Autogen Hendress AG, Horgen, Horgen ZH. WTD 9/19/63. I.R. 81.

Distributor seeks additional lines of construction machinery, equipment. Wahl Lehmann, Sihlquai 55, Zurich 5. I.R. 155.

### 354 Metalworking Machinery

Distributor seeks added lines of metalworking machinery equipment. Wahl Lehmann, Sihlquai 55, Zurich 5. I.R. 155.

Agent seeks lines of machine tools for sales to established industrial and auto repair outlets. Molydal Co., SA, 18, Grand-Pont, Lausanne (VD). I.R. 232.★

Machine tool distributor seeks related products; will act as agent but prefers to import for own account. Ernst Zier, Werkzeugmaschinen, 20 Breitstrasse, Kloten/Zurich. I.R. 161.

Wholesaler seeks agency for machine tools used for the manufacture of parts and repair of textile machinery. Fibag, Stauffacherquai 58, Zurich 39. WTD 10/24/55. I.R. 165.★

Manufacturer of plastic containers seeks to enlarge product line by importing moulds for Nestal press, 250 grams, especially for household articles, cutlery, kitchenware, toys, gadgets, and packaging. Sarass SA, (Mr. Rass, Bois-Galard, Vesenz-Geneva), Ave. de Rosemont 10, Geneva. I.R. 226.

### 355 Special Industry Machinery

Distributor seeks lines of woodworking equipment, machinery. Wahl Lehmann, Sihlquai 55, Zurich 5. I.R. 155.

Company seeks agencies for machines used in diamond jewelry manufacturing industry. Cyril J. Ginder SA, Ramistrasse 7, Zurich. I.R. 199.

Wholesaler/retailer seeks commercial laundry machinery. P. Mueller & Co., Autogen Hendress AG, Horgen, Gorgen ZH. WTD 9/19/63. I.R. 81.

Wholesaler desires to purchase road marking equipment for stencilling. Industrie & Bauplastik SA, Brigue/VS. WTD 6/6/63. I.R. 231.

Manufacturer seeks agency for sewer cleaning, water pipe cleaning, pipe cleaning, street cleaning equipment. Widmer Spezialfahrzeuge, Alpenstrasse 19, Rueschlikon. WTD 3/23/53. I.R. 114.

### 356 General Industrial Machinery

Firm seeks distributorships for Switzerland for high pressure filters for liquids (max. capacity 1 gal. per min.), airless spray guns. R. P. Schweizer, Doltchiweg 39, Zurich 3/55. I.R. 150.

Firm seeks distributorship for industrial electrostatic air filter for commercial and industrial use. Sigfrid Weber AG, Imbisbuhlstrasse 128, Zurich 10/49. I.R. 96.★

Agency seeks lines of packaging machinery for distribution in Switzerland, West Germany, France, Belgium, Netherlands, Austria, UK, Ireland. Tymac, von Schulthess & Co., Selnastrasse 6, Zurich. I.R. 106.

Manufacturer/importer of special pumps seeks distributorships for all types of pumps for European countries to complement present coverage. Chemie Pumpenbau AG, Zofingen (AG). WTD 2/12/62. I.R. 138.★

### 357 Office, Computing, Accounting Machines

Office and advertising supplies agency seeks additional lines of office equipment and supplies. Erophia Handels A.G. 59 Seestrasse Zurich. I.R. 88.

Sales engineer/consultant for major U.S. computer manufacturer seeks related products and systems for commercial, production, and scientific application in Swiss market on a sales consultant arrangement. Remington Rand Univac, Barengasse 29, Zurich. I.R. 78.

Firm seeks agency or distributorship for dry process photocopying machines, dictating equipment or systems. Photo copies must produce in less than 8 sec. at less than 5¢ per copy. Dictating machines must be portable, nicely designed, have play back and conference recording facilities. R. Schwander, Hergiswil am See. WTD 7/31/63. I.R. 217.

Business equipment distributor seeks to import for own account and distribute in Switzerland photo copy machines, other business equipment. Filmo AG, Talstrasse 62, Zurich. WTD 10/11/62. I.R. 145.

Importer/distributor seeks exclusive representation for Switzerland of specialized office supplies, small office machines, (excluding typewriters, calculators or general lines of supplies). Ruegg-Naegel & Cie. AG, Bahnhofstrasse 22, Zurich. WTD 12/7/61. I.R. 146.

Wholesaler seeks exclusive lines for Switzerland, Austria of all types of office machines, duplicators, check writers, calculators, dictating machines. Will stock. Eugen Keller & Co., AG, Monbijoustrasse 22, Bern. I.R. 171.★

Wholesaler-retailer seeks agency for electronic office machines and equipment, also office procedure techniques and programs. Rene Faigle AG, Seminarstrasse 28, Zurich. I.R. 67.

### 358 Service Industry Machines

Manufacturer seeks room air conditioning equipment. Prefers products with future licensing possibilities. Hans Grieshaber & Co., Hofholzliweg 17, Zurich 50. I.R. 157.

Wholesaler-retailer wishes to import new self-service vending equipment especially freezers, and compact unit to make ice flakes. E. Weber & Cie. AG, Forrlibuckstrasse 220, Zurich 5 (Postfach Zurich 37). I.R. 185.★

Industrial distributor wishes to import on own account air conditioning and refrigeration equipment. Ingenieurbureau Dr. Brehm, Badenerstr. 29, Zurich. I.R. 91.

Importer of food industry machinery seeks source for vending machines for dispensing milk in cartons, also infra-red grill for restaurant use. Imports on own account. Theo Kneubuhler & Co., Hirschmattstrasse 50, Luzern. I.R. 77.★

Manufacturer seeks import of infra-red heating elements for manufacturing heating appliances. Ludra, L. Drapalik & Co., Wurenlos (AG). I.R. 98.★

Firm of consulting engineers with interests in Near East seek contact with firm able to deliver complete water purification, pumpage, sewage disposal plants. Fadco Sa Geneve, 15, rue du Jeu-de-l'Arc, Geneva. I.R. 227.

Manufacturer desires distributorship for dry cleaning equipment, hydraulic steam cleaning apparatus to supplement own lines. Alfons Muntwiler, Wurenlos (AG). I.R. 136.★

Manufacturers/agent wishes to represent manufacturer of supermarket equipment. John V. Fontannaz, 24, Petit Bellaria, La Tour de Peilz. WTD 11/30/62. I.R. 5.

Large international trading company seeks agency or distributorship of institutional food equipment for African sales. Union Trading Co., Ltd., Petersgraben 35, Basel. WTD 3/9/62. I.R. 12.★

### 359 Machinery

Manufacturers' agent seeks distributorship for coin-operated vending machines. Intervend, GmbH, Buckhauserstrasse 28, Zurich 9/48. WTD 6/24/63. I.R. 102.

Representative desires agency for expendable equipment to be used in steam raising plants, e.g., gland packings, filter inserts. Borg Sibag, Breiterstrasse 21, Zurich 2. WTD 8/4/61. I.R. 201.

Importer seeks agencies in Switzerland for water softening and purification equipment, air conditioning equipment. Pretema AG, Birmensdorf (ZH). WTD 4/18/63. I.R. 141.

Importer seeks food vending machines, frozen food dispensers, infra-red, micro-wave or other quick cooking devices for institutional use. Pancommerce AG, Paradeplatz 5, Zurich. I.R. 59.★

### 362 Electrical Industrial Apparatus

Importer seeks restaurant appliances for distribution in Switzerland. Kisag, Bellach (SO). WTD 11/15/61. I.R. 105.

### 363 Household Appliances

Manufacturer seeks distributorship for 220 v. toaster and floor polishers to supplement own appliance line. Rotel AG, (Multanova AG, Kuesnacht ZH). WTD 11/59. I.R. 101.★

Wholesaler seeks electrical and electronic products to augment lines of refrigeration, electronics. Applications Electriques SA, 17 bd. Helvetique, Geneva. WTD 12/15/59. I.R. 219.★

Manufacturer of sporting arms, sewing machines, small appliances desires to import on own account related items; future licensed manufacturing possible. Haemmerli Jagd-und Sportwaffenfabrik, AG., Lenzburg (AG). WTD 12/8/61. I.R. 211.

Hardware, household goods wholesaler interested in new items for houseware departments in 36 stores. Fritz Blaser AG, Huningerstrasse 40, Basel. WTD 7/5/61. I.R. 32.★

Manufacturer of small electric appliances wishes new products in small electric appliances for distribution. Rotel AG Aarburg, 985 Oltnenstrasse, Aarburg (AG). WTD 11/6/59. I.R. 44.

Importer/manufacturer seeks electric and non-electric appliances for distribution in Switzerland. Havelco SA, Epenex-Dessus, Crissier s/Lausanne (VD). I.R. 234.★

### 365 Radio, Television Receiving Sets

Manufacturer/distributor seeks lines of records, tape recorders, tapes, pre-recorded tapes for Western European and specific countries. Waltham Electronics, Ltd., 9, rue de la Corraiterie, Geneva. I.R. 213.

### 366 Communications Equipment

Firm desires electric traffic appliances. Rohrer & Co., Nordstrasse 20 (Tel. 051 26-65-65), Zurich 35. I.R. 53.

Firm seeks distributorships for electrical components for remote control communication systems for public utility, military installations. W. Moor AG, Usterstrasse 14, Zurich. I.R. 148.



### 367 Electronic Components, Accessories

Wholesaler seeks electronic lines for distribution in Europe. Rotocraft SA, Geneva Airport Cointrin, Geneva. WTD 6/26/63. I.R. 204.

Wholesaler of stereophonic audio equipment wants radio knobs, other parts. O.E. Waldmeier Discothek, Rudengasse 1, Basel. WTD 12/13/62. I.R. 45.

### 369 Electrical Machinery, Equipment, Supplies

Importer seeks agency for all Europe for any kind of new electrical or mechanical consumer products. Interfco SA, 8 rue de Rive, Geneva. I.R. 240.

### 371 Motor Vehicles, Motor Vehicle Equipment

Firm desires distributorship for automotive service station equipment to supplement present line of car washers, other garage equipment. Sigfrid Weber AG, Imbisbühlstrasse 128, Zurich 10/49. I.R. 96.★

Manufacturing-sales organization seeks agencies for automotive parts, accessories. Safap, A.G. Stafa ZH. I.R. 49.★

Manufacturer/wholesaler seeks lines of all types of automotive accessories for sale in Switzerland, Italy. Meyer-Barca, Autozubehor, Glattalstrasse, Rumlang (ZH). I.R. 117.

Manufacturers' agent seeks distributorship for automotive accessories. Intervend, GmbH, Buckhauserstrasse 28, Zurich 9/48. WTD 6/24/63. I.R. 102.

Importer/distributor of garage equipment seeks additional related products for distribution in Switzerland and/or Austria. Polyprodukte AG, Seefeldstrasse 45, Zurich 8. I.R. 63.

Importer/wholesaler seeks automotive accessories (excluding tires). Fibag, Stauffacherquai 58, Zurich 39. WTD 10/24/55. I.R. 165.★

Firm seeks agency for Israel, Switzerland for automotive accessories such as electric starters, lights, windshield wipers, rear view mirrors, new electric items. Fernand Lobscheuer, 23 av. Rumine, Lausanne (VD). I.R. 208.

Manufacturer seeks agency for ambulance equipment. Widmer Spezialfahrzeuge, Alpenstrasse 19, Rueschlikon. WTD 3/28/63. I.R. 114.

### 372 Aircraft, Parts

Importer of small planes interested in used Beechcraft, Cessna, Piper, other small planes in usable condition. Air-Espace SA, Aeroport de Neuchatel (Case postale 50), Colombier (NE). I.R. 225.★

U.S. aircraft sales agency in Switzerland seeks agencies or distributorships for aircraft in Europe, Middle East, Africa. Rotocraft SA, Geneva Airport Cointrin, Geneva. WTD 6/26/63. I.R. 204.

Manufacturer, distributor, service organization for airplanes, parts seeks additional items, particularly helicopters for all or any part of Europe. Initially desires to import on own account, with future possibility to license manufacturing. Pilatus Constructions Aéronautiques SA, Stans (NW). I.R. 206.

### 373 Shipbuilding, Repairing

Wholesaler seeks lines of marine hardware, fittings, accessories. Fibag, Stauffacherquai 58, Zurich 39. WTD 10/24/55. I.R. 165.★

Manufacturers' agent seeks distributorship for small to medium power boats. Intervend, GmbH, Buckhauserstrasse 28, Zurich 9/48. WTD 6/24/63. I.R. 102.

Wholesaler-retailer seeks agency for Switzerland for ship chandlery equipment for small pleasure boats, both motor, sailing. Claude Lambelet, rue des Terreaux 3, Neuchatel. I.R. 194.★

Boat manufacturer seeks to represent U.S. boat and marine products in Switzerland. May be willing to import smaller items on own account and act as agent for boats and larger items. Chantier Naval Vidoli, Crans pres Nyon (VD). I.R. 221.

### 381 Engineering, Laboratory, Scientific Instruments

Firm desires agency for electrical, technical, scientific manufacturing equipment. Eltomatic Graenichen AG, Duellen, Granichen (AG). I.R. 121.

Import/wholesale firm seeks precision instrument calipers, micrometers. Bruetsch, Ruegger & Co., 53 Lowenstrasse, Zurich 1. WTD 12/13/62. I.R. 127.

### 382 Instruments for Measuring, Controlling, Indicating Physical Characteristics

Importer seeks agencies for indicating and measuring instruments used in industry. Aircraft Parts AG, Wehntalerstrasse 324, Zurich. WTD 10/11/58. I.R. 166.

Manufacturer of electronic equipment seeks to import electronic measuring and calibration equipment. Prefers products with future licensing possibilities. Hans Grieshaber & Co., Hofholzliweg 17, Zurich 50. I.R. 157.

Manufacturer of precision equipment sold to watch-making industry seeks lines as exclusive representative for machinery and equipment used in production of small electrical equipment, measuring, controlling apparatus. Golay-Buchel & Cie SA, 5 rue du Grand-Pre, Lausanne-Malley (VD). I.R. 222.

### 384 Surgical, Medical, Dental Instruments

Importer seeks new lines of electronic, mechanical equipment for medical, health uses. Quarz AG, Othmarstrasse 8, Zurich 8. WTD 4/25/51. I.R. 154.

Manufacturer seeks agency for surgical instruments. Pharma, Berikon/AG, (bei Zurich). I.R. 48.

### 394 Toys, Amusements, Sporting Goods

Distributor seeks exclusive lines of sporting, camping equipment. Will stock. Gummi Hug AG, Lindenstrasse 38-40, Zurich 8/34. I.R. 169.

Manufacturer of fishing tackles interested in tubular glass blanks for spinning, casting and fly rods, folding minnow nets, medium priced floating fly lines. J. W. Stucki-Balthasar, Langgasse 40, Thun (BE). I.R. 216.★

Wholesale-retail organization seeks exclusive distributorships in Switzerland for tennis goods for men, women, children. Gebrüder

Schneider AG Biglen, Ryffligasschen 8, Bern. I.R. 37.

Businessman seeks agency for sporting goods, plastic toys. Willing to make investment. Charles Berger, Les Bois Bern. I.R. 42.

Importer seeks toys, sporting goods for Switzerland, prefers exclusive agency. Maison Toni, AE Equati, Bozingenstrasse 140, Biel. I.R. 9.

Manufacturer seeks Swiss agency for toys. Bevilacqua, Fabrikation und Vertrieb von Spielwaren, Markicherstrasse 5, Basel. I.R. 28.

Manufacturer seeks exclusive agency for Switzerland for toy lines. Konstri AG, Brugg (AG). I.R. 132.★

Manufacturer seeks distributorship for camping equipment. Ludra, L. Drapalik & Co., Würenlos (AG). I.R. 98.★

Company distributing swimming pool equipment in Switzerland, West Germany, France, Italy, U.K. seeks additional related items. Max Zeier, Bergstrasse 2, Fallanden (ZH). I.R. 90.

Organization distributing throughout Europe seeks to import on own account: educational and scientific toys, model railroad accessories, airplane kits, and related items. Unitech AG, Talstrasse 62, Zurich. I.R. 144.

### 399 Manufacturing Industries

Firm desires agency for liquid soap dispensers, zippo lighters. Alfred Schelling & Co., Oberer Graben 41, St. Gallen. I.R. 74.★

Manufacturer and trading firm seeks additional novelty consumer goods for distribution in Switzerland and any or all European countries. Will consider importing on own account. Werkzeugmaschinenfabrik Oerlikon, Buehrle & Co., Birchstrasse 155, Zurich-Oerlikon. WTD 8/12/63. I.R. 205.

Business seeks agency for do-it-yourself products for home use. Andre Wollner, Wettsteinallee 123, Basel. I.R. 46.

Manufacturer seeks housewares for distribution in Switzerland. Kisag, Bellach (SO). WTD 11/15/61. I.R. 105.

Distributor seeks new items for tobacco stores: smoking accessories, novelties. E. Weber & Cie, AG, Forrlibuckstrasse 220, Zurich 5 (Postfach Zurich 37). I.R. 185.★

### 739 Business Services

Consulting engineer seeks information, advice on vitamin re-inforcing chemicals for bread; fly repellent compounds in paint, string; water soluble polyethylene, other packing for small packages of chemicals. Dr. K. L. Roos, 41 Eulerstrasse. Basel. I.R. 25.

## Leads for Importers

### 208 Beverage Industries

Distiller of Kirsch seeks importer/agent. Studer & Cie SA-Escholzmatt, 1, Tour-de-l'Ile, Geneva. I.R. 193.★

## 209 Food Preparations

Processor of spices in low cost aluminum coated cardboard packages seeks importer/distributor. J. Carl Fridlin, Lobernstrasse 7, Zug. I.R. 137.★

Wholesaler seeks U.S. importer for instant coffee. Union Trading Co., Ltd., Petersgraben 35, Basel. WTD 3/9/62. I.R. 12.★

## 228 Yarn, Thread Mills, Products

Manufacturer of silk sewing threads, synthetic yarns for consumer and manufacturing use seeks representative. Will consider stocking goods in U.S. Gutermann & Co., AG, Claridenstrasse 25, Zurich. WTD 7/6/60. I.R. 118.★

## 230 Apparel

Manufacturer of swimwear, gym suits, knitted underwear seeks direct department store accounts and agent to sell to other retail outlets. Offers 50-50 cooperative advertising arrangement. Burgi & Cie, Hafenstrasse 18, Kreuzlingen (TG). I.R. 123.★

## 233 Women's, Misses', Juniors' Outerwear

Producer of women's clothes seeks volume outlets. Gaby Fashion-Gabriel Feldinger, Sperrstrasse 46, Basel. I.R. 134.

## 235 Hats, Caps, Millinery

Producer of ladies' felt and straw hats seeks wholesaler with volume sales. E. Baehler Bern AG, Monbijoustrasse 45, Bern. I.R. 99.

## 289 Chemical Products

Firm wishes to export glue suitable for use with vinyl floor coverings. Multiplex, Gerhardstrasse 1, Zurich 3. I.R. 192.★

## 307 Plastics Products

Agent for manufacturer of office supplies seeks importer/distributors for plastic see-through file folders. Can be cut to U.S. size. Registra AG, Doltschiweg 39, Zurich 3/55. I.R. 115.★

## 311 Leather Tanning, Finishing

Exporter seeks outlets for sheepskins, calfskins. Unterdorf, Naefels (Glaris). Weidmann & Schwitler (firm name). I.R. 130.

## 342 Cutlery, Hand Tools, General Hardware

Manufacturer desires importer/distributor for battery-operated pedicure. Elpema AG, Biel (BE). I.R. 236.

## 345 Screw Machine Products

Manufacturer seeks agent for expanding sockets used for construction in concrete, stone, wood, door, window installations, tunnel construction. Doco, Wiedingstrasse 38, Zurich 3/55. I.R. 184.★

## 349 Fabricated Metal Products

Firm seeks agent for fire proof safe deposit boxes for home and commercial use. Tresora AG, Gerhardstrasse, Zurich 3. I.R. 158.★

## 353 Construction Machinery

Manufacturer interested in exporting quartz burning machines. Rohrer & Co., Nordstrasse 20 (Tel 051 26-65-65) Zurich 35. I.R. 53.

Manufacturer of automation and scientific equipment desires to export ramp vibrators, part feeders, sorting vibrators, conveying, dosing channels, jolting vibrators, vibrating tables, girders, silos, bunkers, vibrating screens. Apparatfabrik AG Huttwil, Huttwil (BE). I.R. 119.★

## 354 Metalworking Machinery

Company desires agent to sell unical galvanisation equipment for laboratories, small work shops, goldsmiths, jewelers. Walter Laetsch, Waidstr. 27/Nordstrasse, Zurich 10/37. I.R. 189.★

Manufacturer seeks agent or distributor for galvanizing and electroplating equipment. Hans Grieshaber & Co., Hofholzliweg 17, Zurich 50. I.R. 157.

## 358 Service Industry Machines

Manufacturer of vegetable washers, centrifuges for restaurants, hotels seeks agent, distributor or manufacturer. \$95-\$160 fob Swiss border; 10% less if U.S. firm assumes guarantee and service. Rymann AG, Hunzenschwil b. Aarau (AG). I.R. 69.★

Manufacturer of air conditioning and heating equipment, air current measuring instruments seeks agent. E. Schiltknecht Ingenieur SIA, Zurich, Freilagerstrasse 11, Zurich 9/47. WTD 7/20/53. I.R. 75.

## 359 Machinery

Firm wants agent to sell ticket dispensers to bus depots, railroads. Walter Bollman Sohne AG, Heinrichstrasse 177, Zurich. I.R. 153.★

## 363 Household Appliances

Manufacturer seeks representative for electric housewares, traffic appliances. Kisag, Belach (SO). WTD 11/15/61. I.R. 105.

Agent wants to sell hot water heaters. W. J. Staubli, Glattstrasse 23, Zurich. I.R. 50.★

Manufacturer of electric handmixer for kitchen use seeks U.S. importer distributor. Rotel AG Aarburg, 985 Oltenstrasse, Aarburg (AG). WTD 11/6/59. I.R. 44.

## 365 Radio, Television Receiving Sets

Wholesaler of record players wishes to export to U.S. O.E. Waldmeier Discothek, Rudengasse 1, Basel. WTD 12/13/62. I.R. 45.

## 369 Electrical Machinery, Equipment, Supplies

Firm seeks importer for electronic device for raising and lowering awnings. Pancommerce AG, Paradeplatz 5, Zurich. I.R. 59.★

## 371 Motor Vehicles, Motor Vehicle Equipment

Manufacturer wants importer of windshield wipers. Safap AG, Stafa ZH. I.R. 49.★

Manufacturer desires to export hydromatic steering apparatus with eventual licensing of U.S. manufacturer. Hydromatic AG, Dynamostrasse 7, Baden (AG). I.R. 107.★

Importer of industrial vacuum sweepers wishes to purchase large capacity street sweeping machines with rider driver. Also interested in smaller street sweepers that are power driven. AB Rebon, Alggatan 48, Malmo. I.R. 187.

## 373 Ship Building, Repairing

Manufacturer seeks distributor for runabouts, max. 17 ft. long. De Berti-Werft Luzern, Alpenquai Tribtschen, Luzern. I.R. 56.

## 382 Instruments for Measuring, Controlling, Indicating Physical Characteristics

Manufacturer seeks agent for automatic penetrometer, all types of testing machines for metals, rubber, plastic, textiles, paper, paints, cements, powders. E. Schiltknecht Ingenieur S.I.A., Zurich. WTD 7/20/53. I.R. 75.

Agent seeks importer for measuring and control instruments for metal manufacturers. Tolerance 1/1000, supplemental machines decrease tolerance to 1/10,000. H. Niedermann, Beckenhofstrasse 46, Zurich 6. WTD 4/9/54. I.R. 108.★

## 394 Toys, Amusement, Sporting Goods

Manufacturer seeks agent for plastic construction toy line. Konstri AG, Brugg (ag). I.R. 132.★

Manufacturer seeks agents for spinning reels, lures, telescopic landing nets. J.W. Stucki-Balthasar, Langgasse 40, Thun (BE). I.R. 216.★

## 399 Manufacturing Industries

Manufacturer seeks distributor for plastic forms used in home dressmaking. First cost individually boxed—\$8. Zuschneideschule Parisienne (Rotmann), Innere Margarethenstrasse 12, Basel. I.R. 168.★

Plastic laminated panels; asbestos vinyl floor tile, metal rods for hanging curtains, clothes and/or shelves offered to U.S. importers. Transglobe, Ltd., (a division of Union Trading Co., Ltd.), Petersgraben 35, Basel, P.O. box 417. WTD 3/9/62. I.R. 11.★

Manufacturer seeks agent to sell line of plastic and pyrex giftwares, miniature animals, earrings, paper weights. Pierre M. Elpidine, Boulevard d'Yvoy, Geneva. I.R. 195.

## 731 Advertising

U.S. advertising and public relations agency seeks U.S. clients. Robertson & Associates, Talacker 35, Zurich 1. I.R. 159.★

## 739 Business Services

Electrical engineer will act as technical adviser to exporter of electrical equipment to Europe. Speaks English, French, German, Russian. Morris Lucien Volski, 8b, ave. de Miremont, Geneva. I.R. 203.★

Firm wishes to act as tax and investment consultants in Switzerland to U.S. trust companies. Keller Treuhandbureau AG, Steinen-vorstadt 53, Basel. I.R. 29.

Businessman offers services as consultant for marketing, product, plant expansion. Jack C. Maillard, Arosastrasse 3, Zurich 8. I.R. 97.★

Company has facilities to publish in any language for U.S. manufacturers doing business in Europe. Walter Bollmann Sohne AG, Heinrichstrasse 177, Zurich. I.R. 153.★



# Investment Opportunities

## License offered

The names and addresses of the Swiss firms offering licenses for the manufacture of these products and, in most cases, additional information, may be obtained by interested U.S. manufacturers from the Bureau of International Commerce, Office of International Investment, Department of Commerce, Washington, D.C., 20230, by referring to the appropriate file numbers following the opportunities described below.

### 195 Pistols, rifles

A Swiss sporting-arms manufacturer seeks a U.S. corporation to manufacture and distribute under license its line of CO<sub>2</sub> pistols and rifles. The target rifle had been developed as a result of many years of practical experience and in close collaboration with prominent technicians and marksmen. The manufacturer also claims that its rifle offers a new design with a number of decisive advantages.

Among the special features and advantages of the pistol: on cocking the pistol the spring loader jumps up automatically, the pellet chamber is incorporated in the spring loader and permits the convenient and positive loading of pellets or balls and shows whether the weapon is loaded or not, and a simple and safe blow-off device for emptying the CO<sub>2</sub> cartridges. File 1172.

### 251 Household furniture

Manufacturer of household furnishings seeks an American producer of living/dining room, bedroom, occasional and upholstery furniture as a licensee for its contemporary and functional lines. File 1173.

### 276 Office index card systems

Inventor and manufacturer of office systems seeks U.S. licensee to manufacture and print its fan card, visible-index system and dispograph control and planning boards. Both items are patented in the U.S. File 1174.

### 277 Color reproduction process

Developer of a new, economical, translucent, indelible volume-color reproduction process wants this utilized in the U.S. Process is particularly applicable to the greeting card and advertising display industries and the Swiss firm will discuss licensing or joint-venture arrangements. File 1175.

### 282 Cooking fat substitute

U.S. licensee sought for the manufacture of a new product which is a substitute for cooking fats and oils, and is nonburning and odorless. Product can be used for home, commercial and industrial uses. File 1176.

### 284 Air purifier

Manufacturer of an aerosol air purifier used in stores, hospitals and doctors' offices seeks U.S. licensee. All raw materials are available in the U.S. File 1177.

### 306 Sponge-rubber insulation

Developer of a system for producing sponge rubber profile for use as insulation in automotive, refrigeration and building construction industries wants to sell process know-how to U.S. manufacturer. File 1178.

### 323 Bathroom mirror

Swiss firm seeks American company to manufacture under license its newly patented, adjustable auxiliary bathroom mirror. File 1179.

### 342 Stud driver

Manufacturer of stud driver for building-construction and insulation industries seeks U.S. licensee. Firm claims that its stud driver is a time-saving method of power driving studs and eliminates any kind of preparation or predrilling.

A wide range of pins and studs can be driven into structural steel, concrete or brickwork with the cartridge-actuated tool. Its simple construction makes it foolproof and safe to operate and it reduces costs by being highly reliable and accurate. Maximum protection is provided by various safety devices. File 1180.

### 344 Urinals

U.S. licensee sought for the production of a patented, odorless urinal that does not require a water flush and dispensing bins. For use in restaurants, grocery stores, hospitals and stock rooms. File 1181.

### 355 Lumber kilns

Manufacturer of a new design of high-frequency lumber kilns seeks U.S. licensee for the U.S. and possibly the entire Western Hemisphere as well. All necessary designs and technical assistance will be furnished. Firm believes

there is a good market for his kilns in this country as it has received inquiries from several large, prospective U.S. customers. It has made 10 successful installations in Europe and has German licensee to help cover the European market. File 1182.

### 359 Slide bearing

Swiss manufacturer offers exclusive rights to a U.S. manufacturer to produce a new high-speed standardized slide bearing, covered by U.S. patents. File 1183.

### 361 Electronic device

U.S. licensee sought for production of an electronic device for raising and lowering awnings. File 1184.

### 366 Police radar

Manufacturer of a police radar which records speeds and photographs the vehicle at the same time seeks U.S. licensee. File 1185.

### 380 Instruments

Inventor and manufacturer of stethoscopes has developed a highly sensitive instrument and seeks U.S. manufacturer to produce this under license. File 1186.

### 384 Sterilizing process

Manufacturer of new cold-sterilizing process used in German and Swiss hospitals and pharmaceutical plants seeks U.S. licensee. Product can be manufactured by an assembly-line operation and the various parts and instruments are available from existing U.S. firms. File 1187.

## License wanted

The U.S. Trade Development Mission to Switzerland received many requests from Swiss businessmen to produce American products, through joint-venture or licensing arrangements. These products include lubricants, luggage, aerosols, precision instruments, pipes, novelty goods, electrical appliances, boats and varied other products. In addition, a cosmetics and toiletry company is offered for sale.

### 234 Foundation garments

Manufacturer of corsets, brassieres and girdles seeks license to produce foundation garments. M. Biedermann & Co., Freigutstrasse 6, Zurich 27.



### 316 Luggage

Producer of luggage desires U.S. license from manufacturer of softside luggage. Aktiengesellschaft A-H Eichholzer, Bremgartenstrasse 18, Zurich 3/36.

### 355 Plastic bag machines, aerosols

- Firm seeks U.S. license to manufacture machines for filling and sealing cellophane or other plastic bags. Interflex A.G., 8 Wasserwerkstrasse, Zurich 6.

- Manufacturers' agent and wholesaler of food, sportswear and furniture seeks joint venture in aerosols other than cosmetics. John V. Fontannaz, 24 Petit Bellaria, La Tour de Peilz (VD).

### 358 Water-reclamation equipment

Import agent for water-softening equipment seeks license to manufacture water-reclamation equipment. Licensee to provide technology only. Pretema AG, Birmsdorf (ZH).

### 363 Electrical appliances

Company manufacturing small electrical household appliances wishes to exchange licensing rights with U.S. appliance producer. ESGE International, Ltd., Honggerstrasse 115, Zurich 10/37.

### 373 Boats

Manufacturer of boats desires license to produce 17-foot runabouts. De Berti-Werft Luzern, Alpenquai Tribtschen, Lucerne.

### 507 Plumbing equipment distributor

Distributor of valves, controls and boilers seeks joint-venture capital to distribute pipes, steel sheets, building material, valves and controls. H. Huber & Co., S.A., Munchensteinerstrasse 270, P.O. Box 166, Basel 18.

### Varied products

- License sought to manufacture small precision instruments. Nouvelle Fabrique S.A. Tavannes, succ. de M. Eberle, 4, rue du Milieu, Tavannes.

- Manufacturer seeks license/joint venture for production of specialized lubricants, paints and protective coatings, waxes, cleaners and insulating products. G. Grisard S.A., Bussigny/Lausanne (VD).

- Licensing or joint venture sought by manufacturer to produce additional novelty consumer goods. Werkzeugmaschinenfabrik Oerlikon-Buhrle & Co., Oerlikon-Zurich.

- Manufacturer of cosmetics seeks license to produce aerosol and cream-based products. Spray-Pak GmbH, Hardtstrasse 30 Postfach, Zurich 40.

### For sale

#### 284 Cosmetics, toiletry manufacturing plant

A cosmetics and toiletry manufacturer wishes to sell growing firm, real estate and/or plant. Annual sales approximately \$500,000. Price \$500,000 for company and \$500,000 for real estate, if desired. Jean Bollhalter & Co., Merkurstrasse 2, St. Gallen.



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